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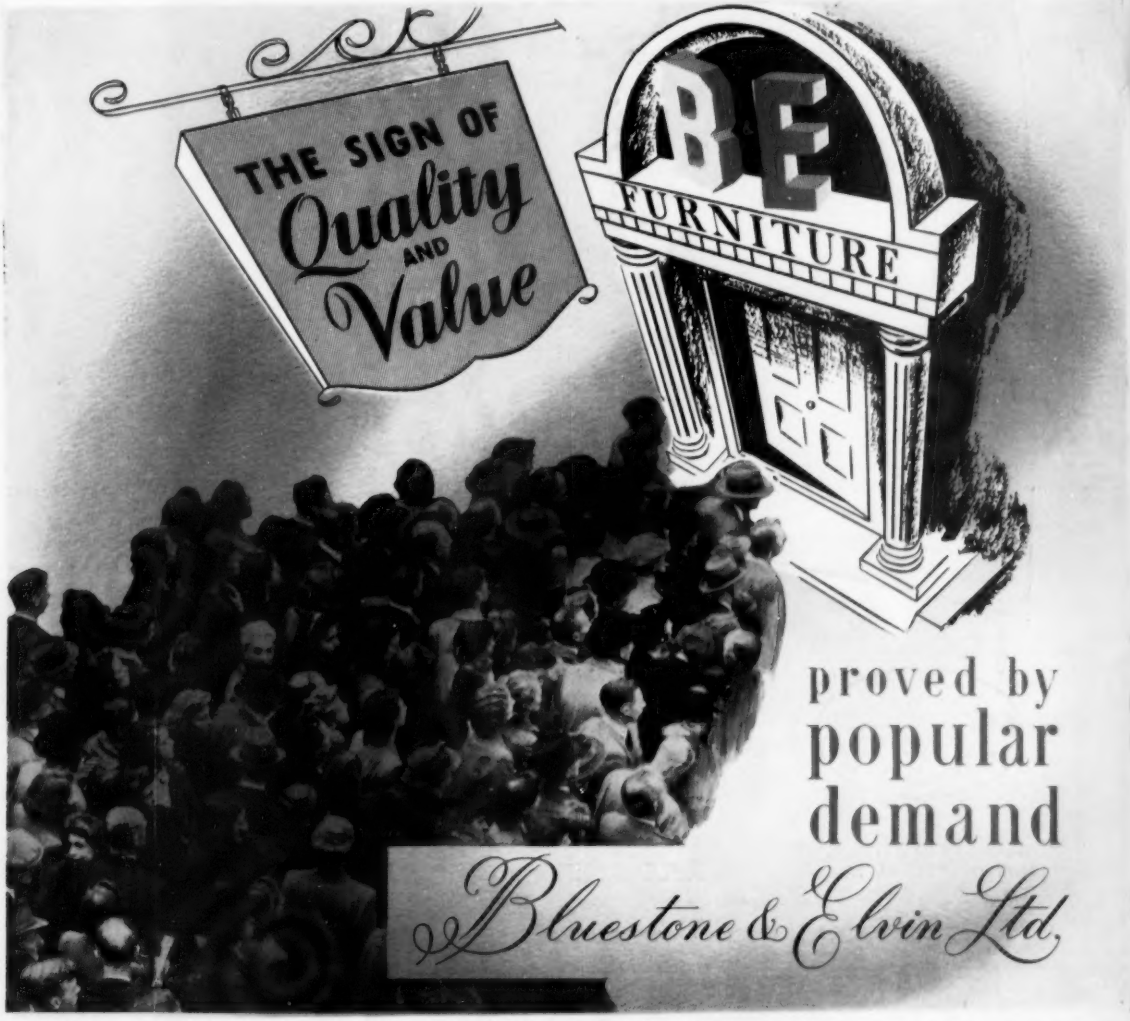

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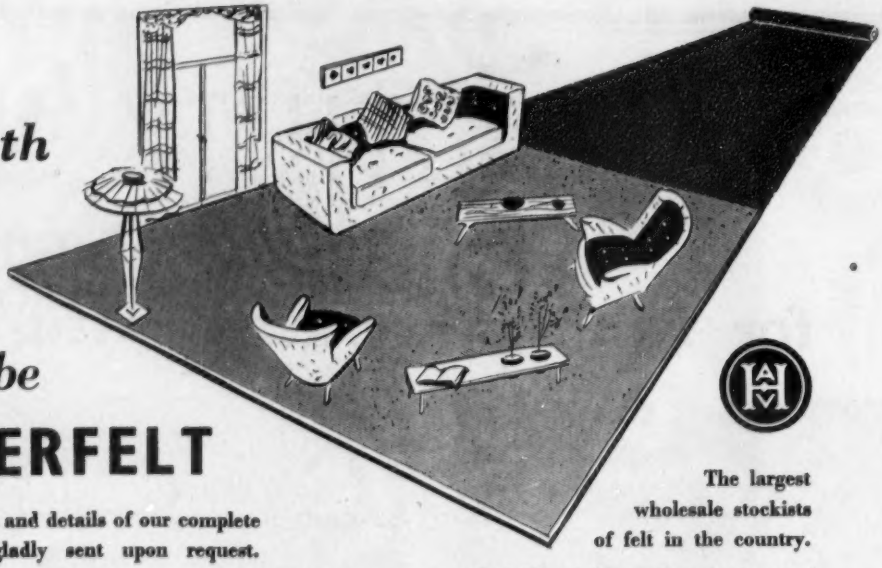

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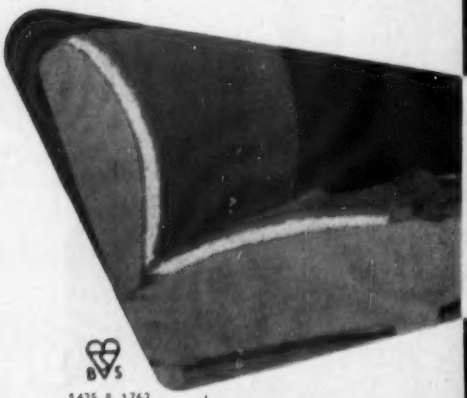

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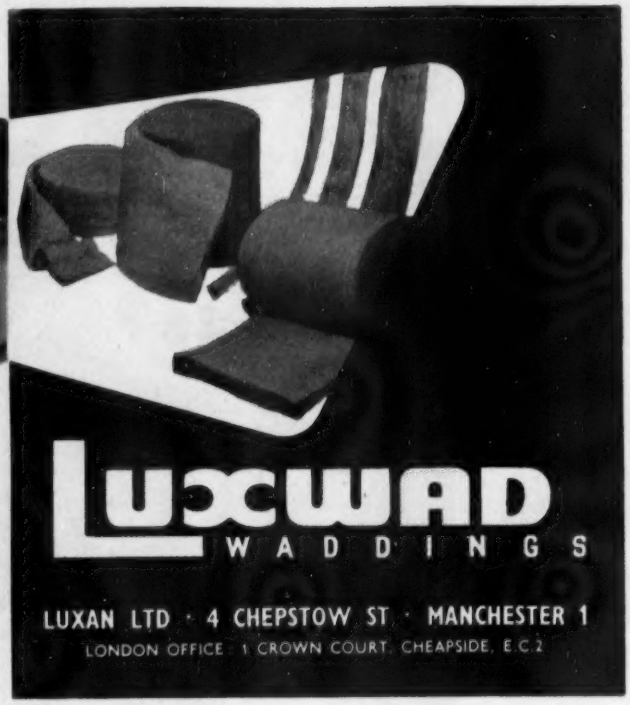

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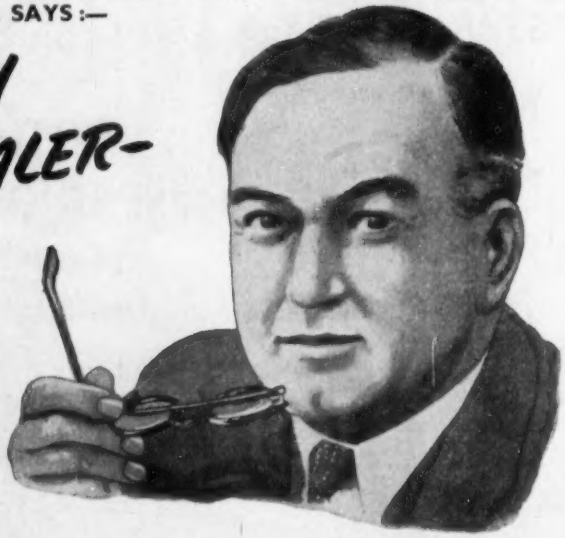

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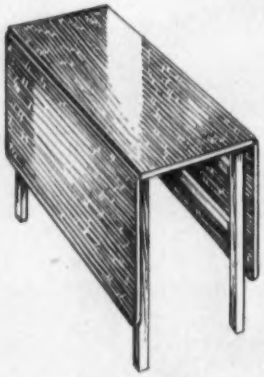

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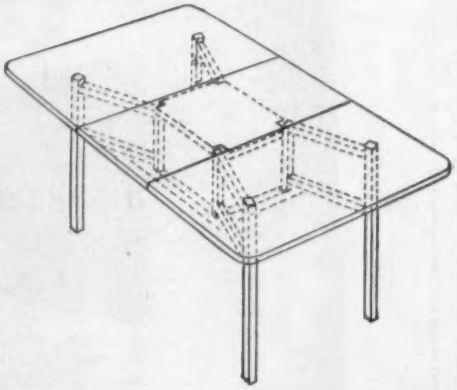

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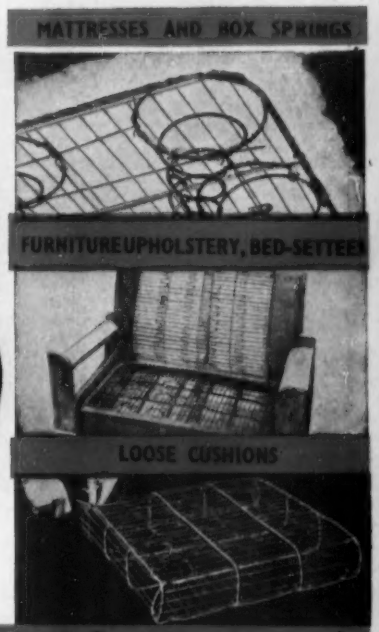

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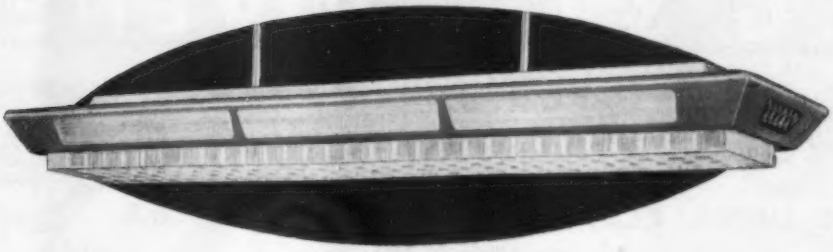

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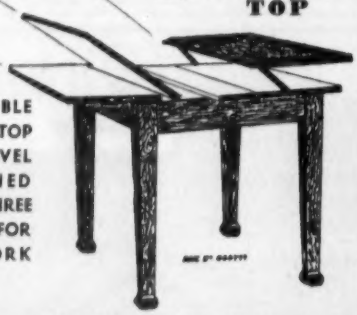
2

3



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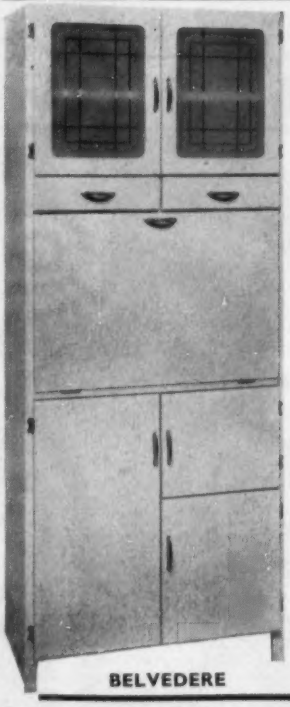

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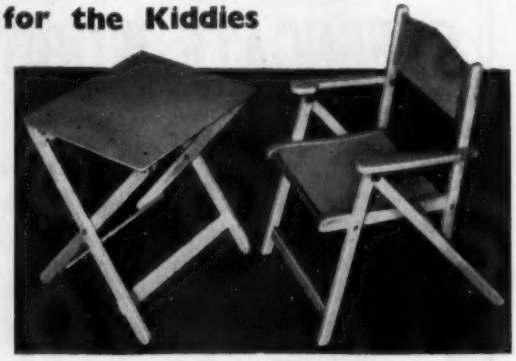

A most useful Xmas Gift which will give the children endless amusement.

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Immediate delivery in time for Xmas trade. Astoundingly low RETAIL price, 41/5 the pair, or Chair 22/11, Table 18/6. Send your enquiries to-day.

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They can also make available to you, on free loan, several films on the uses of electricity in Industry — produced by the Electrical Development Association.

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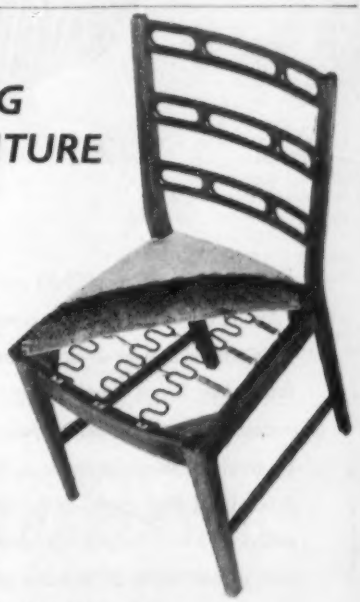

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No-Sag Springs speed and simplify construction; ensure buoyant resilience and a new conception of imaginative furniture beauty.

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FURNITURE INDUSTRIES LTD ERCOL **HIGH WYCOMBE · BUCKS**

Vol. XXXVII. No. 724 DECEMBER 10, 1954

Furnishing World

Subscription 40s. a year post free (45s. overseas)

180 Fleet Street, London, E.C.4
Tel: CHAncery 8844 (15 lines)

D. A. Jones Bids For Stephany

OFFERS £52,500: NAME TO BE CHANGED: PARENT FIRM'S SHARES FOR G. HENSHER

IN a circular to shareholders of Stephany (Furniture Trades), Ltd., the chairman, Mr. Alick Russell, says that the Board has been considering the question of reducing the number of subsidiaries operating as manufacturing upholsterers.

These companies are: M. Stephany, Ltd., George Hensher, Ltd., Ashmele Bros., Ltd., and Standard Upholstery, Ltd.

Since the war much more finance was needed for these companies than the company possessed, resulting in a large bank overdraft. At the same time, says Mr. Russell, these four were competing with each other and profit margins were lower.

It was first decided to close down Ashmele Bros. and its leasehold premises were sold "for a substantial capital gain." The overdraft, too, was cut to "reasonable proportions."

As for M. Stephany, an offer for the holding in that firm has been made by Mr. D. A. Jones, the present managing director of that company. At March 31 last book value of M. Stephany assets was £48,595. Mr. Jones has offered £52,500 for that company's shares.

If the bid is accepted, M. Stephany vacates its premises owned by Stephany Furniture. The premises could then be let at a substantial rental or the freehold interest sold, the circular states.

Mr. Jones would run M. Stephany independently—severing his connection with Stephany Furniture and selling his shares to Mr. George Hensher. The name of M. Stephany would be changed.

Apart from the bid price, Mr. Jones is prepared to guarantee repayment by M. Stephany of its debt to Stephany Furniture.

Mr. Russell adds that the effect of the plan would be to make the company less vulnerable to any adverse trade conditions, and enable development of the two remaining manufacturing upholstery companies; also a new subsidiary, Regalsleep, which manufactures bedding.

An extraordinary meeting will be held to consider the plan.

Wolfson To Pay £35m. For U.S. Firm?

IN Chicago last week Mr. John Barr, vice-president of Montgomery Ward & Co., second largest mail-order house in America, said that his company "has been approached by Mr. Isaac Wolfson," chairman of G.U.S. of Britain.

He was commenting on a report that Mr. Wolfson had offered to invest £35 million in the American firm to acquire a controlling interest. His purpose was to secure a fresh outlet for British goods.

In confirming that Mr. Wolfson had been in touch with his firm's officials, Mr. Barr said: "We have no arrangement nor relationship with him and no negotiations are pending."

Mr. Wolfson is no relation of Mr. Louis Wolfson, a Florida financier who is buying up Montgomery Ward shares in an effort to gain control. It is understood that Mr. Wolfson made the offer during his recent visit to the U.S.

Harry Jacobs Opens 22nd Branch

The new branch in Norwich trading as Charles Hall, Ltd.

FRIDAY of last week marked the opening of another fine furniture store for Harry Jacobs, Ltd., trading under the name of Charles Hall, Ltd.

It occupies an important site on the corner of Westlegate, Norwich, hard by the rapidly developing Orford Place shopping centre of the city. With a frontage of 110 ft. giving excellent display facilities, the three floors cover a total area of approximately 15,000 sq. ft. It is claimed to be the largest store in East Anglia devoted entirely to furniture.

The manager, Mr. C. Dunkley told a "World" reporter that the shop will follow the policy of the company, devoting its attention to family trade and selling mainly non-contemporary style furniture.

Mr. Harry Jacobs, governing director, said that this was the 22nd branch of this rapidly expanding company, that it is proposed to open six more branches in the near future and that the aim is to continue to expand.

Colinhay upholstery

COLLINS & HAYES LTD.

pauntley street, archway road, london, n.19.

telephone: archway 1641-2

CONFEDERATION'S "GESTURE" ON CHRISTMAS HOLIDAY

TWO working days' holiday with pay, or their equivalent, are recommended to members by the British Furniture Trade Confederation for Christmas this year. For Scotland the recommendation is for three days at New Year.

Whether a factory works a five-day or a five-and-a-half-day week, the Confederation recommends that each worker shall receive the equivalent of two normal working days' holiday with pay during the period Friday, December 24, to Tuesday, December 28, the employer paying on the usual basis for public holiday pay.

The period of closing the factory should be at the employer's option, but should include Christmas Day and Boxing Day.

Similarly, in Scotland each worker should receive three days during the period Friday, December 31 to Wednesday, January 5, including January 1, 3 and 4.

A communication to this effect has been sent to Mr. A. G. Tomkins, secretary of N.U.F.T.O. In it the Confederation state that they will be prepared to amend the National Labour Agreement on these lines, provided that the unions withdraw their claim for the deletion of the public and annual holiday disqualification provisions, and that a settlement is reached as a whole on the unions' claims.

The recommendation on Christmas and New Year holidays is made solely as a gesture of good faith, without prejudice to any final decision which may be made.

USDAW Bars Co-op Late Opening

MANY retail co-operative societies believe they could sell more furniture and other dry goods if their shops remained open later on Saturday.

Efforts to persuade the Union of Shop, Distributive and Allied Workers, which has a big membership within the movement, that assistants should work later at co-op. establishments on Saturday are not, however, likely to meet with much success.

Any hopes that U.S.D.A.W. might look favourably upon later Saturday closing have received a setback at Huddersfield where negotiations between the local co-operative society and the union on the question of later Saturday closing have ended in lack of agreement.

The society wanted to close their dry goods departments at the central premises at 6 p.m. instead of 5 p.m. on Saturday. U.S.D.A.W. opposed the change.

A conciliation board, to which the matter was referred, could not agree. Asked whether they would accept the arbitration of the independent chairman, the society agreed. U.S.D.A.W. refused.

Generally, co-op dry goods departments close as early as 4 p.m. or as late as 6.30 p.m. on Saturdays. In some cases the shutters are put up shortly after mid-day.

There is a strong feeling among retail co-ops. whose shops close earlier than those operated by private traders that they should stay open as late as the latter.

Mattresses Wanted For Hospital

THE suggestion that spring interior mattresses should, in time, be supplied for all beds at Barnes Hospital, Surrey, has been approved in principle by Kingston Group Hospital Management Committee.

The Finance Sub-Committee reported that it was highly desirable that spring interior mattresses should be supplied.

The number required was 120. These must be supplied at the rate of 30 a year for four years.

The cost would be about £8 12s. 6d. each mattress, if the hair in the present mattresses was used. If new hair was provided, the cost would be £12 a mattress.

The Committee agreed that money for 30 mattresses should be included in the estimates for the financial year 1955/56.

Jute Prices Up Again

The Board of Trade announce an increase in the Jute Control's selling prices of raw jute, consequent upon increases in jute prices in Pakistan. The increase averages about £5 per ton.

The Jute Control's selling prices of imported goods of hessian type are correspondingly increased. Selling prices of heavy goods are also being increased.

Death Of Well-Known Soft Furnishings Man

Mr. E. F. Street

We regret to report the death of Mr. E. F. Street, former buyer for the soft furnishings department of Story & Co., Ltd., Kensington. He was about 60.

Mr. Street, who was well known to all in the soft furnishings side of the trade, has been with Story's for many years. Because of ill health he went into semi-retirement three years ago and retired officially last year.

He had been with Harvey Nicholls before joining Story's and was well-known as a lecturer on soft furnishings at the L.C.C. College for the Distributive Trades.

Mr. A. M. F. Keddie

The death is announced of Mr. A. Maitland F. Keddie, chairman and managing director of G. J. Keddie & Sons, Ltd., the Southend-on-Sea departmental store. He was 74.

Mr. Keddie joined his father, Mr. G. J. Keddie, in 1903 when the business had two shops. Branches were opened in Essex but were gradually closed down because of difficulty of control. Two more shops were taken in Southend in 1934 and the whole premises rebuilt. Another shop was added this year and there is a branch at Leigh-on-Sea.

Mr. Barnett Jackson

Mr. Barnett Jackson, founder and head of B. Jackson & Co., furnishers, of Blackwellgate, Darlington, died at the week-end at his home at Gosforth, Newcastle. He had been in ill-health for several years.

Mr. Jackson established the business in 1919 and a few years later opened a branch in Newgate Street, Bishop Auckland. During 16 years' membership of Darlington Town Council he was Mayor for two years during World War II.

Mr. Joseph Tulloch

Mr. Joseph Tulloch, who conducted his cabinet maker's business in Market Place, Selkirk, for many years, has died at his home, Alford, Selkirk, at the age of 85.

Mr. S. J. Peters

Manager of the Western Road, Brighton, branch of Jordan & Cook, Ltd., furnishers, Mr. S. J. Peters has died at the age of 53.

Mr. Peters, who lived at Overhill, Shoreham, had been manager for seven years. He had been in the business for 36 years, starting at the age of 17 with Colbourne's before it was taken over by Jordan & Cook.

And Now PUBLIC Is Told —

How Furniture Is Qualified For The Kite-Mark

NATION-WIDE PUBLICITY TO SHOPPERS

DURING November the British Standards Institution staged three very successful demonstrations for members of the public to explain the meaning of the British Standards mark on furniture and the nature of the performance tests required by the Standard.

These form part of the general programme of information to the public which the B.S.I. has undertaken at the request of the furniture industry.

On November 3 a demonstration was given at Sutton Coldfield, by arrangement with the Women's Citizens Association, to members of most of the women's organisations in the area. Great interest was shown and suggestions made for similar demonstrations in adjacent areas.

On November 18 delegates from Women's Rural Institutes throughout Scotland saw a full demonstration of the tests in Edinburgh. Through the Press, delegates' reports, and the journal of the Institutes, news of the furniture standards is thus reaching every county in Scotland.

On November 24 a similar demonstration was given to delegates of the North London Federation of Townswomen's Guilds, representing a membership of some 3,000.

Future Programme

Through the Women's Advisory Committee of the B.S.I. an offer was transmitted to all women's organisations to give lecture demonstrations on British Standards for furniture and other consumer goods wherever a good audience and accommodation can be guaranteed.

Retailers Too

A similar offer has been made to retailers who may like to stage demonstrations for the benefit of the shopping public. This has already been taken up by shops in various parts of the country.

Future plans for demonstrations to the public include engagements in Glasgow, Edinburgh, Birmingham, London and Liverpool. The B.S.I. will occupy a stand and give demonstrations at the Furniture Exhibition in February at Earls Court. They will also be exhibiting at the "Daily Mail" Ideal Home Exhibition.

NORTH STAGES A BIG DRIVE FOR CONVALESCENT HOME—IN NORTH

Nearly 200 guests attended the annual dinner-dance of the Preston, Blackburn and District Area, F.T.B.A., at St. Annes-on-Sea. In the picture are, left to right, Mr. Douglas Y. French, M.B.E., national president, Mr. R. Sutcliffe, president, N. E. Lancs Furnishing Trades Employers' Association, Mrs. French, Mrs. Burgess, Mr. H. Burgess, Manchester, Mr. C. Pierce, area president, Preston, Blackburn and District, Mrs. Pierce, Mrs. Sutcliffe, Mr. H. Edward Long, O.B.E., general secretary, Mrs. Long, Mr. C. F. Jackson, hon. secretary, Preston, Blackburn and District Area. It is in the North that the F.T.B.A. expects to open its second Convalescent Home.

SERVICE FOR ADVERTISERS

New Opportunities In New Year

READERS and advertisers alike will welcome the improvements to "Furnishing World," which are to take effect with the first issue in the New Year:

- **The page size of the journal is to be enlarged to 11 x 8¼ inches, providing a type area of 10 x 7 (standard size recommended by the Incorporated Society of British Advertisers)**
- **A greatly improved quality of paper will also be introduced: whiter, heavier and with a smoother surface.**

Thus the finer paper and extended type area of a full 70 square inches will ensure for advertisers bigger and better illustrations with greater detail, clarity and beauty in reproduction—a great opportunity in 1955 for still more attractive, forceful selling.

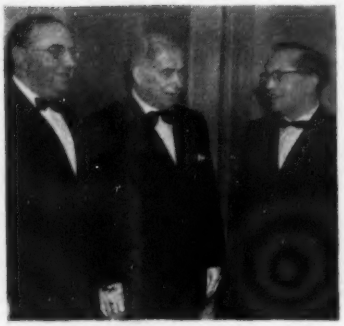
- **The regular Art Supplement, exclusive to "Furnishing World" will also be enlarged to the new size. This special service is available in no other weekly journal covering the furniture and furnishing trades. It affords unequalled facilities for the finest colour reproduction — for the most powerful advertising impression.**

Advertisement rates in "Furnishing World" will be increased to cover the costs of these additional improvements—but advertisers who place their space bookings for 1955 before December 31 next will have the advantage of the present rates throughout 1955—a very worthwhile saving on next year's campaign.

Firm's Discount For Off-Peak Shoppers

As an incentive to customers to visit their showrooms and place their orders during off-peak shopping hours, Harry Jacobs (Furnishers), Ltd., 95-103 The Rock, Bury, Lancashire, have decided to grant a discount of 3d. in the pound to customers making cash purchases between the hours of 9 a.m. and 1 p.m. on Tuesdays, and to allow 2d. in the pound off all goods purchased for cash between the hours of 9 a.m. and 4 p.m. on Monday, Wednesdays, Thursdays and Fridays.

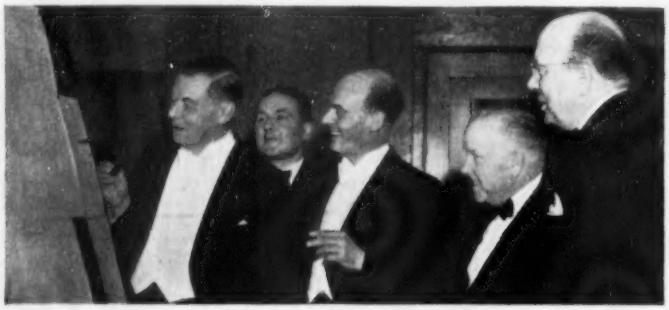
Mr. Harry Lumb passes round the cigarettes. Left to right: Mr. J. W. Burgess, P. Leach Productions, Ltd.; Mr. Harry Landau, Lanrest Bedding; Mr. Norman Smith, P. Leach Productions, Ltd.; Mr. Harry Lumb, Lumarie Upholstery, Ltd.



Mr. S. Novick, Exors. of H. Novick; Mr. J. A. Enser, Cohen & Enser, Ltd.; Mr. Walter Isaacs, president of the federation, Segal & Isaacs, Bros., Ltd.

MANCHESTER DINNER

Production At Record Level In North West



Mr. Leslie Lewis, Editor of "Furnishing World," finds his place on the seating plan. Left to right: Mr. Lewis; Mr. W. Ayres, works manager, Greaves & Thomas, Bolton; Mr. E. L. Thomas, Greaves & Thomas; Mr. J. Jones, J. W. Jones & Co. (Manchester), Ltd.; Mr. D. A. J. Tuck, northern area sales supervisor, Greaves & Thomas.

"I THINK the immediate outlook for the furniture trade is good," Mr. Gerald S. F. Ritson, secretary of the Lancashire and Merseyside Industrial Development Association, pointed out at the annual dinner-dance of the North West Furniture Trades' Federation in Manchester last week.

He was replying to a toast to "The Guests and Ladies," proposed by Mr. Walter Isaacs, president of the federation.

Briefly reviewing this year's trade and next year's prospects, Mr. Ritson said that production had risen to record levels and confidence was high. He added:

"In the north-west region unemployment averages 1.3 per cent of the insured population, although it is 2.8 per cent on Merseyside and more than 3.7 per cent at Barrow-in-Furness.

"Nevertheless, in parts of Lancashire, so far from unemployment being the problem, the difficulty is to find all the labour which is required.

"It is interesting to look back and realise that at the beginning of the year we were looking across the Atlantic with some anxiety and wondering whether the tendencies to recession which were apparent there would develop into something of a slump which would have repercussions in this country.

"Experts in this country were making prophecies which varied from the very gloomy to the not so bad. I was in the U.S.A. in the spring and what struck me was the calm manner in which the business community were viewing the situation and I think that there is in this a useful lesson.

"It is no use trying to ignore signs of a trade recession, but it is very dangerous to over emphasise the signs and so to speak to talk oneself into a slump.

"So 1954 will, I expect, be regarded as a good year for trade and I have great hopes that 1955 will see further progress, provided that industrial relations remain good and there are no untoward international complications."

Mr. Isaacs expressed pleasure at the presence of so many guests who held official positions with either the B.F.M. or their local associations. He was especially pleased to welcome Mr. G. K. Latimer, immediate past-president of the federation, and president of the Bedding Federation, and Mr. J. A. Enser, another past-president of the federation, who had been prevented by poor health from attending such functions for several years.

Touching only briefly upon trade topics, Mr. Isaacs contended that the national organisations had reached a main cross roads and in the near future major decisions would have to be taken.

Amid applause he announced that a telegram would be sent to Sir Winston Churchill, wishing him many happy returns and good wishes on his 80th birthday.

Tribute was paid by Mr. Isaacs to the members of the Social Committee —Messrs. I. Cohen (chairman), A. J. Buckley, E. Goldsmith, J. Jones, H. E. Lumb, D. P. Moorhouse, S. Novick, D. S. Provan and E. L. Thomas—for their efforts in organising the dinner-dance.

The guests included Mr. C. A. Lakin, chairman of the B.F.M., Mr. S. Latin, president of the B.F.T. Confederation, and other prominent members of the trade.

Another Big Take-over In Fillings Trade

HYMANS BUY LINTAFELT (SOUTHERN)

BY taking over the Lintafelt subsidiary of Lintafelt (Southern), Ltd., the London firm of I. & J. Hyman will become one of the largest producers of upholstery fillings in Britain.

The take-over was revealed this week by the announcement that contracts have been exchanged by which Hyman's, upholstery filling merchants, importers and exporters of 14 Brewery Road, London, N.7, are to purchase the whole of the issued capital of Lintafelt (Southern), Ltd.

Lintafelt (Southern), Ltd. is the Lintafelt group subsidiary concerned with the production of fillings of traditional type, as distinct from rubber foam.

Open Big New Factory

Hyman's will take over this side of the work at Loudwater, High Wycombe, and in due course will concentrate production at their factories in London, High Wycombe and Oldham.

A big additional factory has been taken at Oldham and will be equipped with modern plant, including a "Provenair" system.

Another of Hyman's subsidiaries, William Orr (Hair), Ltd., which originated at Wooburn Green, near High Wycombe, moved from Britannia Wharf, Wharf Road, London, N1, some months ago to take over a factory at Chapel Lane, Sands, High Wycombe, formerly occupied by F. & L. Reproductions, Ltd., to extend their production of curled hair, fibre and fibre wadding.

Adaptations there were to provide about 9,000 square feet of production space.

Hyman's also control the Willow Pad Co., Ltd.

The sale of the Lintafelt (Southern) subsidiary will enable the Lintafelt group—whose change of name to Lintafoam Industries has now been approved by the shareholders—to develop and extend their production of rubber foam and continuous foam-to-fabric, on which they have been concentrating for some time.

Plant is being moved to other premises as part of the re-organisation.

In preparation for the full-scale production of rubber foam-to-fabric, Lintafelt some months ago took over accommodation at Chapel Lane Sands, High Wycombe.

NO INVESTIGATION FOR GRAY'S CARPETS

THE proposal at last week's requisitioned meeting of Gray's Carpets and Textiles to appoint a stockholders' committee to investigate the company's affairs was lost on a poll by "a very large majority."

Mr. E. Beddington Behrens, the chairman, said that so far as the current year was concerned they would probably be faced with considerable losses in various departments, especially in Northern Ireland, against the good results in carpets and other things.

As last year, however, the Board intended to repeat the same dividend through the carry-forward.

It was extremely difficult, said Mr. Behrens, for a chairman to express any opinion on a year ahead and in the ordinary way he would not have liked to have said anything. But he thought that, subject to unforeseen circumstances, next year's profits should not be less than £300,000 and should considerably improve thereafter.

The whole of their reorganisation had been completed, they had got a first-class team of people and he personally was extremely hopeful of the future of the company.

New Branch at Barrow

Simmons Furniture Store, Ltd., 45-51 Clayton Street, Newcastle upon Tyne, opened a new branch last Friday, at 227 Dalton Road, Barrow-in-Furness (telephone No. 1162).

This is the company's seventh branch and the manager is Mr. H. E. Hurst who has been at the Newcastle branch for a number of years.

Trading Name Changed

The trading name of £ Furnishing Stores, 144 Burnt Oak Broadway, Edgware, Middlesex, has been altered to Evans Furnishing Co., Ltd.

Left, Mr. Donald McNab, manager of the new Sunderland branch. Mr. H. L. Roberts, right, is manager at Billingham.

B. B. & T. Open 6 Branches

THE 32nd furniture store in Sunderland's town centre was opened last Friday by Brown Bros. & Taylor in a former restaurant opposite the Town Hall.

It is the second of a new group of branches which this company is establishing in the North-East—the first was opened in November in Billingham, and others are to follow in Newcastle, South Shields and North Shields.

On the same day the company also opened branches at Great Yarmouth, Wisbech, Northwich, Heywood and Normanton.

Store Finished in 7 Days

The company took possession of the restaurant on November 27, and by working day and night alterations were completed in seven days.

The ground floor and first floor have been opened, but after a reconstruction scheme has been completed early next year there will be five floors of furnishings covering 50,000 square feet. The frontage is 80 ft.

There is a full range of furnishings in the store, including departments for contemporary furniture, radio and TV, bedding, and electrical equipment.

The manager is Mr. Donald McNab, who entered the trade in 1940 when he joined the staff of the Times Furnishing Company in South-West London. After Army service he started work with Brown Bros. & Taylor.

The new Billingham store has a floor space of 3,000 sq. ft. and a 100 ft. frontage. It has three floors, the first devoted to furniture, the second to radio and TV, and the third to carpets and bedding. The manager is Mr. H. L. Roberts, who has been with Brown Bros. & Taylor in Liverpool for the past three years.

NEW SCOTS FTBA APPEAL

Platform party at the Scottish F.T.B.A. annual dinner and dance, left to right, Bailie W. N. Samuels, Mr. W. R. Milligan, Q.C., Solicitor-General for Scotland; Mr. D. Maitland Gardner, president; Mr. Duncan McGregor, vice-president; the Very Rev. George Johnstone Jeffrey, D.D., and Cllr. T. R. Patterson.

Left to right: Mr. F. D. McIver, Mr. D. McIver, Mr. J. Cole-Hamilton, Mr. A. Fisher, Mr. R. Balfour, Mr. S. A. Richardson, and Mr. S. C. Jamieson.

MR. D. Maitland Gardner, M.B.E., T.D., president of the Scottish F.T.B.A., welcomed a large company at the 27th annual dinner of the Association in Glasgow last week.

He told his audience that in recent years the scope of the Association had grown until now it was in reality a truly national body, representative of all parts of Scotland and of all sections of the furniture industry.

Post-war difficulties had beset them, notably the rise in the cost of living, something which had a harsh impact on such of their beneficiaries who had only a small fixed income. It was essential that these incomes should be added to and it could be done only through increased contributions.

The Council were aware of the position and had now instituted an annual appeal, directed towards firms in Scotland, some in England which had close ties with Scotland.

The interest received from their capital fell short by about £300 of the amount needed to give proper assistance to their beneficiaries and the Council hoped that the response to the appeal would bridge the gap, safeguarding the capital and at the same time permitting them to increase the grants to recipients.

Mr. Gardner said that his predecessor in the chair, Mr. G. S. McConachie, had inaugurated the appeal and in his year of office it realised £560, enabling them to give a small increase to their dependants. Further increases would be made when they knew what the appeal was likely to yield annually.

His own appeal letter had brought a good response and 25 per cent more firms had already contributed as compared with the previous year.

The Free Gift Scheme, thanks to the energy and enthusiasm of Mr. James MacKenzie, had brought in £520. There had been a steady but somewhat reduced flow of applications for membership and the capital fund now stood at £30,500.

Furniture Guild Dinner

The annual dinner of the Furniture Makers' Guild, will be held on March 29, 1955, at Tallow Chandlers' Hall, Dowgate Hill, London, E.C.4.

Before the dinner the Master of the Guild for the ensuing year will be installed in office and so will the Junior and Senior Wardens.

Sir F. Browning At Festival Dinner

THE annual festival dinner and dance of the F.T.B.A. will be held in the Great Room, Grosvenor House, Park Lane, London, W.1, on Thursday, February 17, 1955, at 7 for 7.45 p.m. Dancing will continue until 2 a.m.

The date has been arranged to coincide with the British Furniture Manufacturers' Exhibition at Earls Court which is being held from February 14 to 24.

The national president, Mr. Douglas Y. French, M.B.E., will preside and the guest of honour will be Lieut.-General Sir Frederick Browning, K.C.V.O., K.B.E., C.B., D.S.O., Treasurer to H.R.H. the Duke of Edinburgh.

Tickets are two-and-a-half guineas each, exclusive of wine, and will include dinner and light refreshments during the dancing. Evening dress or dinner jackets, with decorations and medals, should be worn.

Swansea Elects Officers

At the annual meeting of the Swansea and West Wales Area, F.T.B.A., the following officers were elected for the ensuing year: Area president: Mr. Louis Fligelstone; chairman, Mr. I. J. Grace (David Evans & Co., Ltd.), Port Talbot; vice-chairman: Mr. J. E. Macreadie (South Wales Furnishers, Ltd., Swansea); hon. treasurer: Mr. K. C. Austin Bailey (J. A. Bailey & Son [Western] Ltd.), and hon. secretary, Mr. J. W. Dewis (Down & Son, Swansea).

Mr. Charles Pennell (Harris Lebus, Ltd., Swansea) retired from the post of treasurer which he had occupied for the past eight years, but agreed to carry on the collection of subscriptions in order to help out Mr. Austin Bailey.

Sam Costa At L.F.M. Dance

The L.F.M. reports that Sam Costa has been engaged as guest star in the cabaret which is appearing at the association's New Year Dinner and Dance on January 1.

Music will be provided by Sydney Lipton and his Orchestra. Applications for tickets have been coming in briskly and the function promises to be more enjoyable than ever.

A crowd of more than a thousand people waited from 7 a.m. for the opening of the new extensions to the H. W. Stevens store at 40-44 Bedminster Parade, Bristol, last Friday.

LONDON WORKERS RESOLVE TO BAN INFERIOR UPHOLSTERY

A MASS meeting of S.F./I members of N.U.F.T.O. was held at Shoreditch Town Hall to discuss upholstery minimum standards.

The meeting was attended by some 1,000 members.

The resolution before the meeting was: "S.F./I members in the wholesale upholstery trade shall insist on a minimum standard for upholstery jobs, below which standard members shall refuse to work."

During the discussion on the resolution the following points were made:

1. Upholstery standards had declined in London since the abolition of the Utility scheme.

2. Standards had further declined since the abolition of hire purchase restrictions.

3. While appreciating the efforts of the Furniture Development Council, in conjunction with the B.S.I. to set up a voluntary standard scheme for the industry (Kite-mark), the meeting was of the opinion that this scheme did not go far enough as it was not enforceable, was only a performance test, and did not carry minimum specifications. The meeting was made aware of the fact that many manufacturers would not accept the B.S.I. Kite-mark scheme and others were manufacturing both Kite-mark and non Kite-mark upholstery.

4. The general public were therefore at the mercy of unscrupulous manufacturers who, under the guise of competition, were selling them shoddy-made furniture against which they had no protection. The reputation and living standards of the members were also in danger.

The resolution in principle was carried unanimously. A discussion then followed on how the resolution was to be implemented. It was decided that before ways and means of implementation of the resolution were discussed, all upholstery branches in the country be written to, asking if London's resolution had their support.

Show Of Scandinavian Furnishings In The Midlands

A SCANDINAVIAN exhibition of furniture, ceramics, fabrics, ceramic tiles, rugs and light fittings is being staged for the first time in the Midlands at the Birmingham cabinetmaking firm of Frederick Restall, Ltd.

Opened last week, the exhibition is due to last until Christmas and later will be taken to the company's Stratford-upon-Avon branch.

Immediately it was opened, the exhibition aroused a keen interest and many enquiries have already been received in connection with the wide variety of items on show.

Staged in the firm's Hampton Galleries, the Scandinavian exhibition typifies the way of life and trend of design in Sweden, Denmark and Norway.

Unusual shaped tables and chairs such as a round table made up of six sections, and seagrass chairs are typical of the highly unusual exhibits.

The hand loom-made rugs on show are particularly colourful and there are several different types of fabrics mainly suitable for curtaining.

Against a background of Scandinavian blue, the exhibition also includes ceramics beautifully designed and exquisite in appearance.

Furniture is mostly for the lounge and dining-room, and here again there is wide variety in both design and pattern. Noticeable features of several pieces are the unusual table flaps, convertible chairs, metal-legged tables and folding chairs. Teak is widely used but many types of woods are put to their fullest advantage, an example being a beautiful mahogany-finished writing desk.

This fabric is typical of the Scandinavian selection to be seen at the exhibition. It is pattern net suitable for curtaining.

H.P. Agreements Were "Rubbish" Says Judge

THE Sheffield furnishing firm of J. Graham, Ltd., lost a claim at Mansfield County Court for the return of furniture sold on a hire-purchase agreement.

Judge T. M. Backhouse also upheld a counter-claim by the defendant, Cyril Jennings, of Valley Road, Bilsthorpe, for £30 12s., deposit paid on the goods.

For Jennings, Mr. J. W. Hill said part of a bedroom suite, a china cabinet and radiogram were bought from the Newark branch of the firm. When the goods were delivered there were signs of woodworm in a wardrobe, the furniture was damp, and the back of the radiogram was falling off.

Salesman Stanley Dennis Cutts, of Market Place, Newark, said the goods were delivered as they had been received from the factory.

Told by branch manager Gordon Jacobs that certain typewritten details were added to the agreements after they had been signed, the Judge said: "Then they are rubbish."

"He had never signed these agreements at all, and as far as I am concerned they are forged agreements."

Summing up, the Judge said: "It is perfectly obvious there never was a proper hire purchase agreement under the terms of the Act."

NEWS from NSEW—including . . .

24 More Retail Outlets

The Redgate Co. (Sheffield), Ltd., nursery furnishers, have opened a new branch at Moorhead, Sheffield.

* * *

John Peel, furnishers, have opened a new branch at 68 Long Street, Atherstone. The firm has several other branches in Midland towns.

* * *

A new furniture shop has been opened at 47-49 Park Street, Walsall, Staffs, by Dale Forty, Ltd.

* * *

Sunderland Equitable Industrial Society has opened a new store with a large furnishing department on Sunderland Corporation's housing estate at Thorney Close to which 20,000 people have moved since the end of the war.

* * *

A new furniture department has been opened on the lower ground floor at Wolverhampton and District Co-op.'s store in Lichfield Street, Wolverhampton.

* * *

Lemel Sales, Ltd., soft furnishings and household linens specialists, have opened at 33 Church Road, Hendon, N.W.4.

* * *

Bristol Co-op. will shortly construct a new departmental store in Symes Avenue, Hartcliffe Estate, Bristol. There will be a furnishing department.

* * *

A new branch has been opened at 363 Holloway Road, N.7, by Universal Carpets, carpet specialists, 20 Holloway Arcade, Holloway Road, London, N.7.

* * *

Mersey Furnishing Stores have opened their first branch in Stockport, at 6-10 Princes Street.

* * *

12 More Display Windows

Paulden's, Ltd., departmental store, Stretford Road, Manchester, are converting an adjoining single-storey building into a display annexe, providing twelve additional windows for furniture and soft furnishings.

* * *

Watford Co-op. has bought a central site and plans, when demolitions concerned are concluded, to erect a modern store covering 120,000 square feet on five floors.

* * *

Postlethwaite & Stacey, Ltd., furnishers, etc., of 16 and 17 Hallgate, Doncaster, have carried out considerable alterations and renovations to their store.

The Cabinetmaker, a new business specialising in interior decorating, cabinetmaking and carpet retailing, has opened at 101 Kensington Church Street, London, W.8. Principal is Mr. Paul Brichta.

* * *

Extension of first-floor selling space now under way at Pearsons (Enfield), Ltd., departmental store, Church Street, Enfield, Middlesex, is designed to give additional sales areas for furniture and soft furnishings.

* * *

A new bedding section has been opened by the Newcastle Co-op.

Soft furnishings and household linen sections on the lower ground floor at Chadds of Hereford, Ltd., departmental store, Commercial Street, Hereford, have been enlarged, following extension of the business to adjoining property.

* * *

Browns Furniture, multiple furnishers, have rebuilt and enlarged their branch at 144-146 The Grove, Stratford, E.15.

* * *

Bentalls (Ealing), Ltd., departmental store, The Broadway, Ealing, W.5, have opened an extension to their soft furnishings department on the ground floor.

* * *

Cussins, the Yorkshire furnishers, now have premises at 5-7 Low Street, Sutton-in-Ashfield, Notts.

This stand of R. J. Morpeth & Co., Ltd., at the Newcastle Ideal Homes Exhibition, featured decorative floorcoverings in rubber, linoleum, plastic tiles and cork, in which the firm specialise in addition to their main business of carpets.

Nottingham Co-op. is to take over premises near its central furnishing department, and will use the ground floor as a new furnishing showroom.

* * *

An additional storey is to be erected to the furnishing store of Wright & Co. Ltd., Sussex Street, and Linthorpe Road, Middlesbrough, Yorkshire.

* * *

Garrett & Co. Ltd., departmental store, 68-86 Powis Street, Woolwich, S.E.18, have introduced a radio and television department.

* * *

A new soft furnishings showroom has been introduced at Strouds of Minehead, departmental store, Minehead, Somerset, following extension of the business to adjoining premises.

* * *

G. J. Keddie & Sons, Ltd., departmental store, High Street, Southend, Essex, have enlarged their soft furnishings and household linens departments.

Chair Centre, Ltd., have now moved to 50 Great Eastern Street, London, E.C.2. Telephone: Bishopsgate: 9792, 9793.

* * *

The business of Solem, Ltd., garden furniture specialists, has been removed from 123 Wigmore Street, W.1, to new showrooom premises at 160 Earls Court Road, London, S.W.5.

* * *

Alsan's, furnishers and upholsterers, 306 Kilburn High Road, N.W.6, have closed down their branch at 127 Gray's Inn Road, London, W.C.1.

* * *

To extend their soft furnishing department, Lawton's furnishers, 13-21 Mill Street, Crewe, are closing their toy department.

* * *

Seres Textiles, Ltd., soft furnishings specialists, have closed down their business at 39 Charlotte Street, London, W.1.

"World" Pictures At Fillings Dinner

Mr. Eric Kershaw (H. E. Kershaw, Ltd.) with, right, Mr. John Hudson (Lintafelt, Ltd.)

Mr. F. W. Grayland (Vi-Spring, Ltd.) with Mr. Jack Drew (McCrae & Drew) and Mr. W. A. Harrison (Harrison & Jones, Ltd.)

From left to right are Mr. W. Jones, Mr. W. M. Black (Harrison & Jones, Ltd)., president of the National Association of Upholstery Fibre Processors, Mr. G. K. Latimer (E. Moorhouse [Apex], Ltd.), president of the National Bedding Federation, and Mr. H. S. Nuttall, president of the National Association of Upholstery Felt Manufacturers and chairman of the evening.

COMPETITION WILL GET MORE SERIOUS SAY YORKS REPS

THE Yorkshire Furnishing Representatives' Club had their most successful meeting to date when they met at the Astoria Restaurant, Leeds, for afternoon tea and a speech by Mr. Ernest Marriott, managing director of Brown Muff & Co., Ltd., Bradford's famous store.

Manufacturers, buyers and furnishers, together with the representatives, were present from Sheffield, York, Scarborough, Bradford, Leeds, and many other centres. In the chair was Mr. Harold Chadwick, acting for Mr. George Mitchinson, who was unable to be present.

Mr. Marriott's subject was "Store trading—past, present and future," and he outlined the history of store trading from the pre-1914 days to the present. Staff amenities, wages and condition had all improved, and handling, lighting and presentation had gone ahead by leaps and bounds.

As for the future, here are some of Mr. Marriott's forecasts:—

"The modern shopping centre is the coming thing in America. I think it may come to England. It may certainly come to Leeds, where there is an important parking difficulty.

"There is already real and hard competition between the stores and the chains, and it will get more serious. The big multiples are going ahead faster than other styles of trade.

"Amenities for the customer must increase; in the Migros self-service store in Zurich, on the most freezing of days, the doors were wide open and the customers immediately warm. That was because they walked over heated grills."

Mr. Henry J. Sutcliffe was applauded when he said: "I don't think individual retailers need be frightened of the multiples. The only thing we need fear is the long-term credit of the big financiers."

The vote of thanks to Mr. Marriott was moved by Mr. Ted Haley and seconded by Mr. Albert Farrar.

5,000 Ft. More For Furnishings

LARGE-SCALE expansion of their furniture department is planned by F. H. Barber & Co., Ltd., departmental store, 417-429 North End Road, Fulham, S.W.6, who have already given more space to furniture, bedding and floorcoverings following the opening of a new 9,000 sq. ft. extension of the lower ground sales-floor.

Provision of the extra display space has been made by the conversion of former stockrooms, and roughly 5,000 sq. ft. of the total area now accommodates enlarged sections for dining sets, bedroom suites, upholstery, bedding, kitchen furniture, furnishing ironmongery, carpets and linoleum.

Interviewed by a *Furnishing World* reporter, Mr. Reginald Burnell, furnishing buyer, said: "Further expansion of this department is scheduled to take place early in the New Year by the addition of another 3,000 sq. ft. A series of model furnished rooms is to be installed as part of the development scheme."

Mr. Frank Ramsey, secretary of the National Bedding Federation (left) with Miss Edith Higgins, secretary of the combined fillings associations and Mr. Norman Porter (W. Leet & Son, Ltd.)

Mr. H. T. Turnbull (Lintafelt, Ltd.) and his wife with (right) Mr. & Mrs. A. L. Barford.

Viewpoint

ONE of the drawbacks of the "Kite-mark" scheme for furniture has been that the public has not understood or appreciated it. We are very glad to see that this position is now being remedied.

During last month the B.S.I. staged three very successful demonstrations at which consumer organisations were told the real meaning of the "Kite-mark" on furniture and the nature of the performance tests required by the Standard.

In Scotland, in the Midlands and in North London housewives' organisations, representing home owners throughout very wide areas, have now a good working knowledge of the new furniture standards.

★★ We congratulate the B.S.I. on this publicity campaign and we are glad to see that all women's associations have been offered a similar lecture-demonstration wherever good audiences and accommodation can be guaranteed.

The plan does not end there. Retail furnishers, too, are being invited to stage demonstrations for the benefit of their public and this idea has already been taken up by shops in different parts of the country.

If householders are to be persuaded to demand "Kite-mark" furniture, they must understand its advantages; and apart from a very costly newspaper advertising campaign, these nation-wide demonstrations seem the best way of doing the job.

Purchase Tax Changes

IT is revealed that traders' organisations, including the Retail Distributors' Association, have made representations to the Chancellor of the Exchequer asking that he should announce any purchase tax alterations in January, when stocks are low, rather than in the Budget.

It has been pointed out to the Chancellor that this procedure was adopted last year and proved of great benefit to manufacturers and retailers, while causing no hardship to the public and no disadvantages to the general economy of the country.

★★ *The suggestion is perfectly sound. Before last year both retailers and the public were left in a state of uncertainty which led to serious interruption of trade during the first three months of the year.*

Of course, the Chancellor may not intend to make any purchase tax changes this year. If he does not, traders feel very strongly that he should make a declaration early in the New Year.

On the other hand, if he does decide to make changes, and agrees to announce them in January, he should also make it clear that no other variations will be made in the Budget.

Tailpiece

ON a recent visit to Belgium we overheard the proprietor of a café talking to a young woman who had applied for a job as a waitress. This is what he said:—

"There is no 'Boss' in this establishment—except the customer out in front. You and I will be equal partners in making sure that the customer is entirely satisfied. In fact there will be only one difference between you and me—that is, I shall work very much harder."

A good thought? Worth passing on!

Readers' Viewpoint

An Appeal To YOU

The Editor,
"Furnishing World."

SIR,—May I ask as National President all members of the furniture trade to give their wholehearted support to the Furnishing Trades' Benevolent Association in this their Annual Appeal.

You are well aware that it stands for the protection of the aged and needy men and women of our trade. It provides for the guardianship of young children, whose parents have died, in the Children's Home at Aspley Guise, Bedfordshire, whilst Kingsleigh Convalescent Home at Seaford, Sussex, gives a service second to none whereby sick people are nursed back to health and strength.

It is hoped to open shortly a second Convalescent Home on the North-West coast, which will be easily accessible for members of the trade in the North and Midlands.

All these services require a large amount of money and now the benefits are available to all members of the trade, the need is greater than ever; last year you generously contributed just under £45,000. I am hoping to raise £50,000 this year.

Is the 2d. a week scheme operating in your factory or retail shop?

Would you like to know more about it? Its success means a steady income for the Furnishing Trades' Benevolent Association.

I feel confident you will gladly contribute to this, your own trade association, to help those less fortunate than yourselves.

Yours, etc.,
DOUGLAS Y. FRENCH,
National President, F.T.B.A.

NUFTO Seeks Your Help

SIR,—In connection with the display that the General Executive Council of the Union is preparing for the forthcoming Furniture Exhibition, we are seeking records that will show the changes in factory conditions and methods of production since the beginning of the century. These could be photographs, prints, advertisements for, or descriptions of, machinery.

If any readers of your journal have items which they consider would be of assistance to us, we would be grateful if they would write direct to the General Secretary, National Union of Furniture Trade Operatives, "Fairfields," Roe Green, Kingsbury, London, N.W.9.

Yours, etc.,
A. G. TOMKINS,
Gen. Secretary, N.U.F.T.O.

personally speaking...

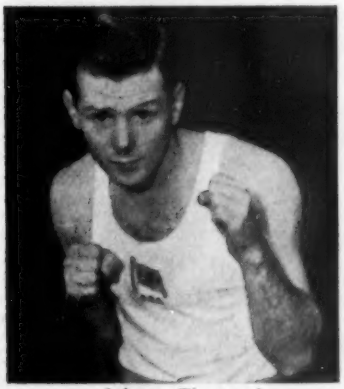
NEWS OF PEOPLE YOU KNOW

AS a result of a reception at Claridge's Hotel, at which the host was **Gerald Ronson,** managing director of Ronson Furniture, Ltd., and treasurer of the furniture trade section of the J.P.A., it was decided to form a committee of leading members of the trade to support the appeal in connection with the project for naming a group of buildings in the new Technion City after **Sir Winston Churchill,** in commemoration of his 80th birthday.

☆ ☆

THIS week an engagement was announced which will be of great interest to the furniture industry. It is between **Martin Richard Attlee,** only son of the **Rt. Hon. C. R. Attlee,** Leader of the Opposition, and **Miss Anne Barbara Henderson,** elder daughter of **James Henderson,** managing director of Matthew Spears & Co., Ltd., the Kirkcaldy furniture and shaped plywood manufacturers.

☆ ☆



Johnny Thurgood

I UNDERSTAND from **John Allen** that **Johnny Thurgood** has been booked to box in the London v. Paris (Peuitaux) tournament to be held at York Hall, Bethnal Green, on Tuesday, February 3, 1955. Many readers will recall his brilliant win over the champion Nicky Gargano on Television last week, which he followed by defeating the Indian title holder and Olympic representative, Bob Cranston, in the same week. Thurgood's father is with Winter & Bloom, Gt. Eastern Street, and is competition secretary to Repton Club. This year's show, with its usual international flavour, promises to be the best ever with every indication, as in the past, of an early "sell out." Tickets may be obtained at 3 gns., 2 gns, 1gn., 10s. 6d., 7s. 6d. and 2s. 6d. from: William Perring, Ltd., 380 Harrow Road, Paddington, W.9 (Cunningham 2384); **E. Flowers** (Pullman Spring Filled), 103 Park Street, London, W.1 (Mayfair 8222); **John T. Allen** (W. Leet & Son, Ltd.), 112 Curtain Road, London, E.C.2 (Bishopsgate 2104); or direct from Repton A.B.C., Victoria Park Square, London, E.

☆ ☆

THE management of Reginald Leonard (Sidmouth), Ltd., the furnishers and cabinet makers, has been taken over by **J. E. Wright** who was formerly with Pophams, Ltd., of Plymouth, **E. E. Leonard** has been appointed assistant manager.

☆ ☆

TO celebrate the centenary of the company and the opening of its new offices and designing room at Lowland Works, Green Street, Kidderminster, the directors of T. & A. Naylor, Ltd., carpet manufacturers, entertained the staff and representatives to dinner at the Lion Hotel, Kidderminster. **C. F. Naylor, B.Com.,** chairman and managing director, having welcomed the 74 guests, gave an account of the history of the company, whose founder, so far as the Naylor family was concerned, was **Joseph Naylor.** The founder wrote a 412-page diary in his old age outlining the early history of the company.

☆ ☆

I HEAR that **E. J. Elphick,** who has for many years been associated with the old-established family furnishing business of E. W. Elphick & Sons, 9 George Street, Huntingdon, has been appointed president of Huntingdon and District Chamber of Trade for the coming year. His father, **E. W. Elphick,** founded the business in High Street, Huntingdon, many years ago and in 1909 it was transferred to George Street. Mr. Elphick senior retired in 1948 and Mr. E. J. Elphick and his brother, **Joe Elphick,** now carry on the business.

☆ ☆

THE annual staff dinner of Criddle & Smith, Ltd., was held at the Brookdale Hotel, Truro, on Saturday week. Eighty-one members of the staff and visitors attended. **Kingsley Smith** in replying to the toast of Criddle & Smith, stated that in his opinion the survival of the private trader would depend on his being able to give, and maintain, a better service than that of his competitors, and with the co-operation that existed among the members of the staff he felt sure the trading prospects of the firm were very bright.

☆ ☆

NOW buying soft furnishings for Mastin Bros., Ltd., Hastings, is **C. N. Stowell** who has taken over from **W. K. Willey** who, as managing director, has now given up all buying.

☆ ☆

NEW president of the Design & Industries Association is **Sir Stephen Tallents,** K.C.M.G., C.B., C.B.E.

Nomad

A Smile with Betts

"We'd better transfer him to bedroom suites—his bi-focals are no good in this department."

RETAIL SELLING PLANS

Store Tie-Up With New Film

"Vi - Spring" display by Bearmans, Ltd., Leytonstone, in the foyer of the Rex Cinema, Leytonstone.

AN interesting tie-up between a retailer, bedding manufacturer and cinema was the special Vi-Spring display staged in the foyer of the Rex Cinema, Leytonstone, last week. (Picture above). The store concerned in the tie-up was Bearmans, Ltd., Leytonstone, and the film was the current release "For Better, For Worse," in one scene of which a Vi-Spring divan set is demonstrated. The display in the foyer featured a Vi-Spring "Monarch" divan set and two "Earl" divan sets. Display material included a large three-panel card at the head of the centre divan, and smaller cards were also used, together with film stills. The latter were featured again in bedding displays in the showrooms and windows of Bearmans' store in the High Road, Leytonstone.

Friday Is "Family Night"

FRIDAY night is "Family Night" at the Deansgate (Manchester) store of W. J. Marshall & Co., Ltd. It is summed up by the firm's advertisements in a local evening paper, declaring:

"We stay open from 6 p.m. to 8 p.m. for your convenience—you are cordially invited to 'bring the family.' You will not be approached or pressed to buy."

Although he does not claim to have originated the idea, Mr. G. N. Oliphant, manager of the store, launched a similar scheme at Blyth on the north-east coast two years ago.

Six o'clock week-day closing is general in the trade and it is not always easy for married and about-to-be-wed couples to "make it" before that time. Moreover, so many wives and sweethearts are working nowadays that even they—let alone their menfolk—are unable to journey into town before six o'clock.

More than two months have elapsed since Mr. Oliphant started "Family Night" at the Deansgate store. At first it seemed highly problematical whether later closing on Friday would prove a hit. Indeed, after five weeks, Mr. Oliphant was beginning to wonder whether it was worthwhile. Attendances were fairly thin.

Then, on the sixth Friday, people really began to roll up and have been doing so ever since at the rate of about fifty every Friday between 6 p.m. and 8 p.m.

All this indicates that more and more people are beginning to note that the store remains open later on Friday, and what seems certain is that as the news spreads to others so the attendance will grow. Mr. Oliphant has invested Friday nights with a special atmosphere, and this also has much to do with the success of his scheme. "Bring the family," he says. People do just that. Sweethearts feel encouraged to bring their parents; married couples have no qualms about bringing their children.

"You will not be approached or pressed to buy," they are told. The psychological reaction to this message is immense.

As they wander around the store or sit in the deep comfort of an armchair, visitors are brought a cup of tea and biscuits. This comparatively inexpensive touch works wonders in the way of goodwill.

Not all are buyers, but the number of those who do spend money between 6 p.m. and 8 p.m. on Friday has more than justified the venture.

Members of the staff—five of whom remain on late duty every Friday—are enthusiastic about the scheme. As the store employs more than 30 people, late duty turn for each comes only once every six weeks.

A sister store at Hanley in Staffordshire has also adopted the idea. It is not new, and other firms, here and there, are doing very much the same. But it is an idea which may very well spread.

In some shops the view may be held that longer hours are not desirable. At the same time so many people are nowadays unable to reach shops before closing time on weekdays that an additional two hours on Friday does not appear to be an excessive extension.

20,000 Christmas Cards

INVITATION cards were sent to 20,000 of their customers by Maples, Tottenham Court Road, for the opening of their first "Christmas Gift Avenue" reported in *Furnishing World* of November 26. The cards were printed in red and blue on white, and shaped to fit, without folding, into a foolscap envelope. Gifts in the "Avenue" range in size and price from small pieces of Chelsea pottery to occasional tables, and have been brought together from Maples' eleven acres of showrooms.

"Novaglow" Sign

IN *Furnishing World* (November 19, page 55) the background of a "Novaglow" sign was described as plastic simulating veneered wood. This description was based on information given at a plastics exhibition, but is incorrect. The background of the sign was a wood panel, veneered in quartered burr-elm with a cross-banded surround of Australian walnut, and french-polished. "Novaglow" is the registered trade name of The Nova Sign Co., who make these signs with either veneered wood or plastic backgrounds, under licence to British Patent 647605.

Bristol Show Flat Offers Something For Every Taste

"HERE is a Flat." This bold announcement is the introductory headline in a tastefully prepared brochure issued by James Phillips & Sons, Ltd., one of Bristol's leading and longest-established furnishing houses.

The introduction in the brochure goes on to say: "We offer these suggestions of furnishing, decorating and lighting to show how the fitting of a room, a flat, or a house, from bare walls and floors to the finished home can be done inexpensively. May we help you?" In following pages art illustrations and text describe the four principal rooms of the permanent show flat which has been equipped on the second floor at 96 Whiteladies Road, Bristol, using spare accommodation over the recently opened Bristol Bedding Centre.

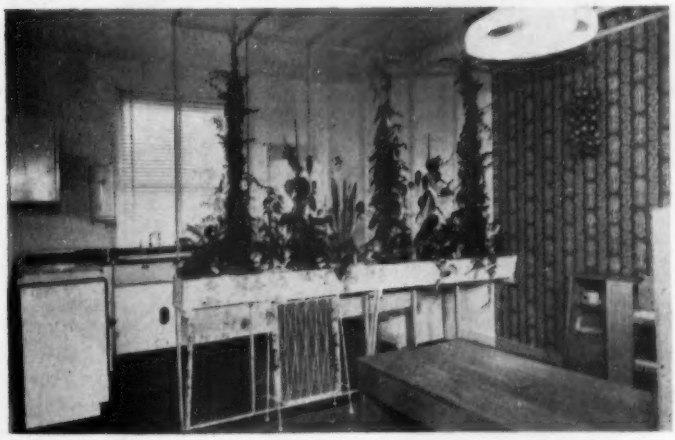
Started From Scratch

A director, Mr. Jack Phillips, told *Furnishing World* that the flat is intended to demonstrate the facilities offered by the company ranging from designing and carrying out complete décor, lighting, and full furnishing.

The premises offered full scope as the actual rooms, when taken over, were in a somewhat rough condition. This provided the opportunity to illustrate the fact that new building accommodation is not an essential requirement to achieve the luxury of a modern home at comparatively low cost.

ABOVE: the lounge in the show flat furnished by James Phillips & Sons, Ltd., Bristol, is in formal, traditional style. It is also used for meals, and a period dining set is grouped near the large window.

ABOVE: the "bed-sitter" in the flat contains modern furniture, including unit pieces and upholstered easy chairs. In one corner is a day divan. BELOW LEFT: the kitchen-diner is separated into its two sections by a screen of plants. The separation is also stressed by variations in décor for each half of the room and by the furnishings chosen.



The point is emphasised in the brochure by an artist's impression of the rooms in their former dilapidated condition, contrasted with sketches of the redecorated and furnished home. The most striking feature of the flat is the juxtaposition of the traditional and the New Elizabethan.

Decorated and equipped in the modern manner are the "kitchen-diner" and the "bed-sitter" which, despite their modernity and vivid contrast "live" happily next to the more formal lounge-dining-room and the principal bedroom.

The "kitchen-diner" has been made an eye-catcher by its modern treatment. The two sections are divided by a living screen of indoor plants

(continued overleaf)

Furniture making is demonstrated to Joan Regan at Cavendish Furniture Co.'s exhibition. Centre is Mr. S. Burge (Midland divisional general manager, Geo. Hopkinson Group).

IN THE MIDLANDS— They Sell Furnishings By Demonstration

THE sight of a workman in a window busily engaged in producing upholstered goods and surrounded by untidy heaps of fillings, covers, springs and webbing, drew many people to the furnishing store of the Cavendish Furniture Co., Ltd., in Long Row, Nottingham, during a fourteen-day exhibition period, held at the end of last month.

The exhibition, staged in sections on two floors, pulled people in to look around by appealing to their curiosity just to "See how it works" and to "See how it's made." In the latter class, groups of people could be seen almost at any time watching experts engaged in all-day demonstrations in the making and assembling of furniture, upholstery and bedding. Workpeople for this purpose had been brought in from the Tyne Furniture Works and the Northern Bedding Company, both of Newcastle.

In the "See how it works" side the appeal was mainly to the ladies, and they took full advantage of attending at special daily demonstrations of refrigerators, electric cookers, washing machines, hair dryers, etc., also vacuum cleaner products and all-electric sewing machines. Special cookery demonstrations were featured and Miss Gladys Owen, cookery editor "Home Chat" was present to advise on planned kitchens.

The exhibition was opened by Joan Regan, star of stage and TV, in the company of Mr. S. Burge, Midland divisional general manager of the George Hopkinson Organisation, and Mr. L. Bourne (manager).

A *Furnishing World* feature-writer was told by Mr. Burge that the purpose of this exhibition was to bring to the public's attention a new idea of a series of demonstrations going on at one time in one store, what happens behind the scenes in the making of upholstery, bedding and cabinet goods, in their own factories and, additionally, the demonstrating of all types of electrical appliances, with the public being able to discuss in the store their various problems.

(from previous page)

provided by a local florist.

In the kitchen portion the floor is covered by inlaid black marbled linoleum and fitted with a bank of "English Rose" kitchen equipment, which includes a double sink unit with hot and cold water mixing fitting, floor cabinets and end-unit. Also installed are wall cabinets, electric cooker, refrigerator, and two-flap Formica top kitchen table.

Kitchen-Diner

Beyond the plant screen the main feature in the dining section of the room is a Dunbar kitchenette fitment with folding and retractable table, bookcase and four upholstered-top stools. Other furniture includes a Compactom loose-tray tea trolley, Erko stickback chairs and a modern electric fire with elements concealed in glass. The décor of the two sections is contrasted. In the dining section the walls are covered by contemporary papers from John Lines, and the kitchen walls and ceiling are in broken white.

Lighting is by Le Klint circular lamp-shade and diffuser (dining section) and a 4 ft. strip light and reflector (kitchen section). Co-operation with Gardiner Sons & Co., Ltd., a local firm of builders' merchants provided the installation of the kitchen units, electrical kitchen equipment and also a modern tiled fireplace with walnut mantel in the lounge.

Modern Bed-Sitter

In the "bed-sitter" silver grey fitted carpet repeats the colour of the ceiling. Two walls and woodwork are distempered in lighter tone and the other walls are covered by contemporary papers with canvas pattern on rose background. Furnishings include several unit pieces, New Elizabethan upholstered easy chairs and a 2 ft. 6 in. day divan.

The Relyon divan "Teign" in the main bedroom is fitted with a quilted headboard covered in deep maroon satin which has also been used for the fitted spread. The robes and dressing-table in figured walnut finish have serpentine fronts.

Furniture in the lounge-dining room features a full-size three-piece uncut moquette suite, a period style mahogany finish dining set, a figured mahogany finish cross-banded carved edged wine table, 4 ft. bow front sideboard, and lattice door corner cabinet. Broadloom carpeting is surrounded by hair-cord carpet to walls.

SOFT FURNISHING SIDE

Popular-Price Range Has New Elizabethan Flavour

THERE are several features of the 1955 range of furnishing fabrics produced by the Tootal Broadhurst Lee Co., Ltd., which are of interest to the Trade.

The first is the introduction of a number of modern designs, including stylised-floral and softened-geometrical types, all carried out on a new cotton fabric with a textured surface. This is Tootal's quality 4710, and is an all-cotton cloth. Another step taken by the firm is the introduction into their more conventional ranges of designs which have an up-to-date look about them.

A third point of interest is the production of an all-cotton printed cretonne suitable for curtains and loose covers. This is offered in a wide range of both traditional and contemporary designs, the latter being produced in modern colourings. This is Tootal's quality 4692. It has been developed from an industrial cloth, and is claimed to be extra hard-wearing and non-shrinking.

Another feature of interest is the range of all-cotton printed casements suitable for curtains, which have been designed with the small-scale patterns required by many windows in new flats and houses.

Right: one of the new small-scale designs in all - cotton printed casement, from the 1955 range of Tootal furnishing fabrics. These prints will be available to the trade towards the end of this month.

This casement is made in 36-inch width (quality 4708), and in 48-inch width (quality 4707). In addition to floral medallions and freely-drawn patterns combining geometrical and floral motifs, the range includes several gay check designs.

The "Tootextil" range of cotton/rayon casements, printed with a special process which leaves part delustred and part bright, has been extended to include a wider variety.

All these fabrics carry the Tootal guarantee of satisfaction. **The new designs in qualities 4692, 4707, 4708 and 4710 will be available to the Trade towards the end of this month.**

Below left: contemporary styling in a Tootal cretonne designed for loose covers to suit modern chairs and settees. Developed from an industrial fabric, this is an extra hard-wearing cloth.

Below: based on an Italian design, this print is one of a number in the new range of Tootal Broadhurst Lee Co., Ltd., which use natural forms.

Modern Designs In "Rydura"

WHEN "Rydura," the new fabric manufactured by Ryjack Productions, Ltd., was put on the market during the summer, only two designs were available. These were New Elizabethan styles, and were illustrated in *Furnishing World*.

Three other designs have now been added: "Seagull," "Croquet," and "Leafring." The first is a simple design in white, carried out on grounds of citron, cloud grey, Dresden blue, green olive and flame. Two of these colourings (Dresden blue and flame) are also used for the ground shades of "Croquet"—another white-on-colour theme—together with willow-green, sand, mustard and spruce. "Leafring" is a stylised leaf pattern, in black and white, combined with freely drawn black lines and circles. The ground colours for this design are cherry, green olive, Dresden blue, willow and cloud grey.

"Rydura" has a washable "Profilm" surface, which permits it to be cleaned with a damp cloth. The makers recommend it for chair coverings in the home or in schools, restaurants, offices and so on. It is also intended for use as lampshades, for car interiors, mattress covers and other upholstery.

U.S. Fabrics In V & A Show

A DISPLAY of recent North American furnishing fabrics and wallpapers was opened on Wednesday at the Victoria & Albert Museum, and will remain open until the end of January. The exhibition is on view in the museum's restaurant corridor.

In addition to possessing the finest collection of historic textiles in the world, the Victoria and Albert regularly keeps its collections up-to-date by adding each year a selection of furnishing fabrics which it chooses as representing the best in contemporary design. The 24 fabrics and 12 wallpapers now being shown have been selected by the Circulation Department of the Museum as illustrating the most interesting trends in contemporary American design, and all have been generously given by the manufacturers. As far as is known, none of the fabrics and wallpapers has been seen in this country before, although those who follow the trend of textile and wallpaper design will certainly know some of them from illustrations in periodicals.

The first impression is that the designs are much bolder and the repeats on a larger scale than is customary in England, and that generally speaking the colours are more vivid. No doubt this is due to the fact that as in America householders are accustomed to changing their furnishings more frequently than in England, there is not the same need to "play safe" and select quiet, unobtrusive patterns that will remain inoffensive if unexciting for years to come.

A type of fabric which has been popular in the States and in Scandinavia for several years is the printed sheer, used instead of the more sober curtain net which is general in this country. Although one or two abstract designs are included, floral themes are most popular for this type of fabric and seem particularly suited to the light and airy quality of the material.

Artists And Cartoonists

Several of the fabrics and wallpapers are designed by men who are internationally famous in other spheres of art. For example, Salvador Dali is represented by a striking design of leaping horses executed in brilliant primary colours, and an amusing wallpaper, "Views of Paris," is the work of Saul Steinberg, the famous "New Yorker" cartoonist. The well-known architect, Serge Chermayeff, who settled in the United States in 1940, shows the same bold simplicity that is characteristic of his architecture in his design entitled "Navajo."

Other designers whose work is included are George Nelson and Marion Dorn. George Nelson is one of America's leading industrial designers, particularly in the field of display and exhibition technique. Marion Dorn, now a leading textile and wallpaper designer in America, will be remembered for the striking fabrics and rugs which she designed in this country in the late 1930's.

The colouring and scale of design of the wallpapers is on the whole even bolder than that of the fabrics. This is no doubt because although most of the fabrics are intended for normal domestic use, many of the wallpapers are intended for use in public places such as restaurants and bars rather than in the home. In some cases the repeat of the pattern is over three feet high and it would be very difficult to use such a design in a normal sized room.

The technical standard of the printing of both the fabrics and the wallpapers is extremely high. The fabric entitled "Loches Cathedral" by Morton Sundour is a remarkable feat of screen printing and gives almost the effect of an oil-painting.

Formal And Traditional Theme In Brocatelle

This rich floral design, with quilted-style background, is from the range of brocatelles produced by Richardson, Smith & Co., Ltd. This is No. 3288, in wine, red, green and beige, 50 in. wide.

With full order books, latest techniques and wise planning, the furniture and furnishing industries are thriving in the big centres of

THE MIDLANDS

"Big Brum"—the symbol of the second largest city in England.

Healthy Figures

The employment position in the furniture industry in the Birmingham area is very healthy. Official figures, which take in soft furnishings, other furniture and the upholstery trades and cover Warwickshire, Worcestershire, Staffordshire, Shropshire and Herefordshire, shows that only 29 people were unemployed on October 11 this year.

On October 29, the outstanding vacancies in the industry totalled 282, made up of 85 men, 106 boys, 47 women and 44 girls.

When the last official figures were taken of the insured population of the furniture trade in the area, it was found there was a total of 7,010 workers, made up of 4,080 men, 700 boys, 2,030 women and 200 girls.

The statue of Robin Hood outside Nottingham Castle walls, both of which have been used to symbolise articles of Midlands furniture.

FURNITURE and furnishing manufacturers in all parts of the Midlands can look back over a progressive year—and forward to a period of sustained demand. This, generally, is due to the prosperity of basic industries in the area, with the consequent spending power which it distributes.

Because Birmingham is such a densely populated area and the call for more houses is being met by ever expanding housing programmes, the furniture industry in Birmingham and the West Midlands plays an important part in life of the community.

And while furniture is not considered one of the major industries of the second largest city in England, Birmingham, with its neighbouring areas, is meeting the demand for more domestic furniture, a demand which, from the state of manufacturers' order books now, speaks well for the after-Christmas period.

Present indications are that the normal fall-off in trade associated with this particular time of the year is not expected to be nearly as marked as in previous post-war years.

The Birmingham and West Midlands Furniture Manufacturers' Association, with its some 3,500 employees, covers Warwickshire, Worcestershire, Staffordshire, Northamptonshire and Shropshire.

Re-formed about nine years ago, the Association can trace its connection with the trade back over 60 years.

It is built up mainly of small manufacturers and of the 90 members about 70 of them probably employ fewer than 50 to 60 people.

Because the industry has been enjoying a hard-at-work spell during the past year, the drift of labour has been checked. This spell has brought an atmosphere of confidence to the employees as well as to the manufacturers.

Signs of expansion in the industry are abundant and one new factory, projected for next year, is likely to employ up to about 200 people. Extensive alterations to buildings are also taking place.

While they cannot be described as spectacular, advantages have been taken by manufacturers of the relaxation of building controls. Projects shelved because of the war have been opened again, and plans include modernisation and a general bringing up to date of premises.

These improvements have and will continue to help the increase in productivity. Latest types of machinery are also being introduced and in the Birmingham area there is one of the biggest furniture machine making firms in the country.

A number of manufacturers are developing and providing their own trade training systems and there is a very friendly tie between the manufacturers and the Birmingham School of Furniture, a first-class training establishment.

The bulk of the trade in the area is probably taken up by cabinet goods. A Worcestershire firm has a large export market for its antique reproduction furniture while Kidderminster is renowned for its carpet industry.

Still Hand-Produced

A well organised and influential number of firms are noted for their office furniture.

In the rural areas old hand-production methods are still used. It is part of a craft handed down from generation to generation.

Due in many ways to the increased number of people moving into new homes, there is a demand for contemporary designed furniture in the area, particularly among younger people. There is a widely expressed opinion that the public are becoming more selective in their choice of furniture.

THE MIDLANDS

Craftsmen of To-morrow

The Midlands are one of the pioneer areas in training designers and craftsmen of the future.

At the one main School of Furniture in Birmingham, the theme behind the extensive courses undertaken is that students should have a broad knowledge of the industry rather than just of one particular section. The scope of such training leads to versatility, it is claimed, and enables a man to be fitted into any part of the production chain.

The process of training involves a gradual building up from simple jobs at the bench to more progressive pieces of furniture. At the same time students are encouraged to hold a contemporary outlook based on good traditional methods.

To ensure that a high standard of craftsmanship is reached students are also encouraged to work for the City and Guilds of London Institute. The Birmingham College of Arts and Crafts, of which the School is a department, awards a diploma of the School to students who satisfactorily complete the course of instruction.

Individual Attention

The School provides full-time and part-time courses for students including junior and senior apprentices, journeymen and designers.

All students are given individual attention in workshop practice, drawing and setting out and are advised to attend classes in technology.

Because of the lack of adequate teaching space, there is a limit on acceptances to the various classes.

There are about 250 students on the enrolment register and about 40 attend a normal afternoon's session.

The furniture industry is not one of Birmingham's major industries, but considering this fact, a fair percentage of school leavers are making it their career.

The School does its best to keep abreast of new techniques, but there is no room to give demonstrations or instruction in machine operations. Hand equipment is up to date but there is very little in the way of machine tools.

Students are encouraged to design and put into production their own ideas, with the help of their instructors.

Headmaster of the School is Mr. H. R. Brandon.

At the Birmingham School of Furniture young men learn to be the craftsmen of to-morrow.

INDUSTRY WHICH IS ROOTED IN LOCAL TRADITION AND SKILL

AS an industrial centre of world-wide repute, famed as the birthplace of the hosiery and lace industries, Nottingham has successfully throughout the centuries retained its character and reputation as a home for the craftsman and skilled technician.

Situated over one of the most valuable coal-fields in the centre of England, the city has easy access to the North Sea ports by the navigable River Trent, together with excellent road and rail facilities, which have played an important part in the development of Nottingham as an industrial and distributive centre. With these special facilities it is not, therefore, surprising that the production of furniture is numbered among the multiplicity of industries for which the city is famed.

Rich though the area is in natural resources, it is richer still in the foresight of its people who have kept abreast of the times and moved into new fields of industry whenever opportunity presented itself.

Although it has been during the last 30 years or so, that Nottingham has rapidly come to the fore as an important centre of the furniture industry, manufacturing all types and grades of furniture from the hand-made to mass-produced, the seed was set as far back as 1875 by a man of strong Quaker principles, William Lawrence, when he established a small business in two rooms in Hurts Yard, Nottingham, as a practical upholsterer.

From this small beginning has grown one of the largest furniture manufacturing concerns in the country, and one that had an influence in attracting other like establishments setting up in the area.

Expansion was such during the two wars to warrant the forming of the Nottingham and District Branch of the National Federation of Furniture Manufacturers' which continued until after the last war when it became the Nottingham and East Midlands Furniture Manufacturers' Association. To-day this organisation has a membership of 24 firms, representing some 2,000 employees. In addition, there are many more smaller concerns, chiefly cabinetmakers and upholsterers, many of whom are represented on the North Midlands Branch of the Association of Master Upholsterers.

Most of the production is centred within a ten mile radius of Nottingham and includes Long Eaton known mainly for its upholstered goods. Firms in this area are mainly concerned with manufacturing reproduction popular and contemporary, articles in good and medium quality, of dining room sets, bedroom suites, upholstered furniture, mattresses and pillows, cinema seating, down quilts and cushions, and loom furniture.

Another important allied industry which has progressed along with the upholstery and bedding industries in the Long Eaton district, has been the manufacture of spring seating and spring interiors for chairs, mattresses, buses, railway carriages and motor cars.

(*continued on page* 57)

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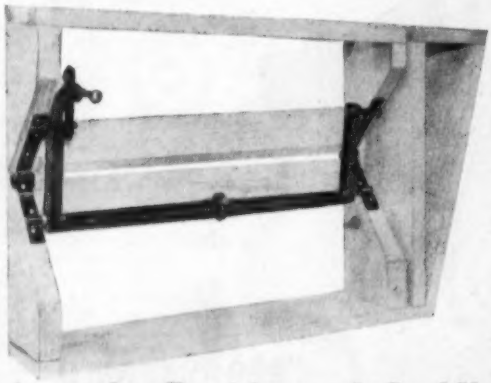

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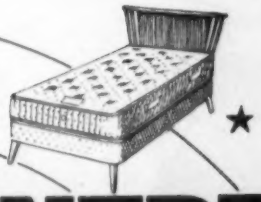

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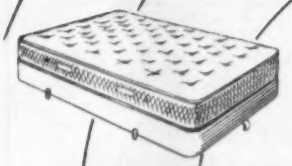

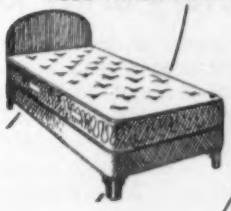

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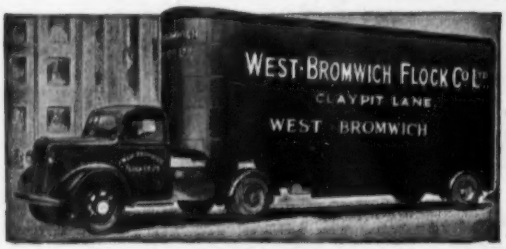

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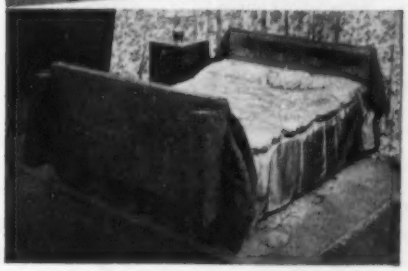

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G.F. 32

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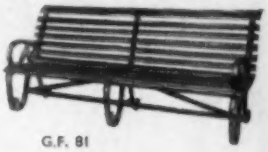
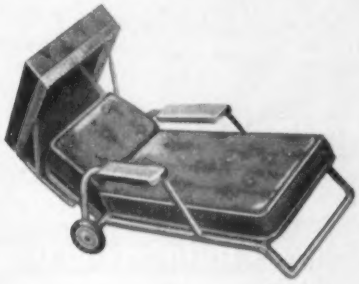


G.F. 81



G.F. 21

G.F. 64

G.F. 46

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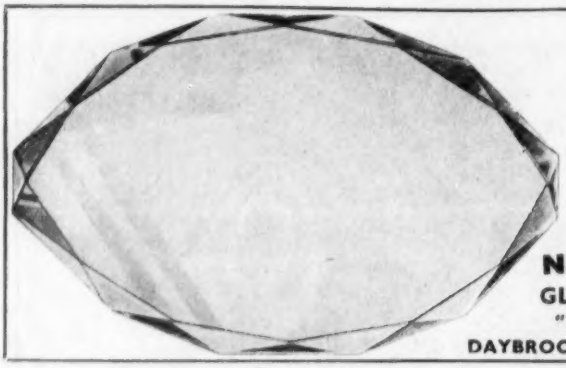

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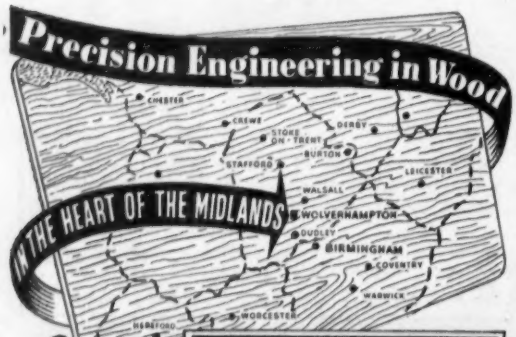

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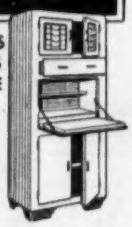

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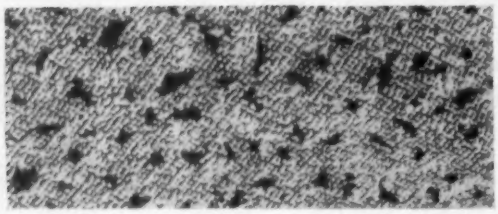
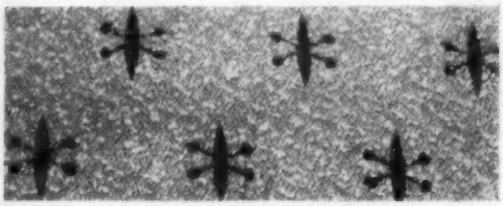
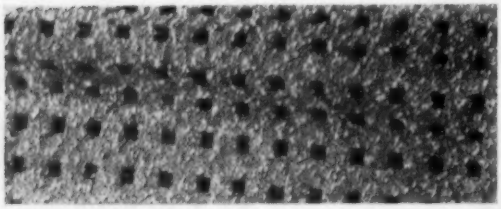


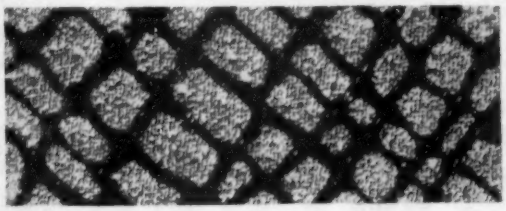
Granite A Texturedrape with small pattern giving an almost plain texture with the relief of small speckles and light boucle effects. It is useful for upholstery or curtains and is available in wool or cotton in five rich 1955 shades.



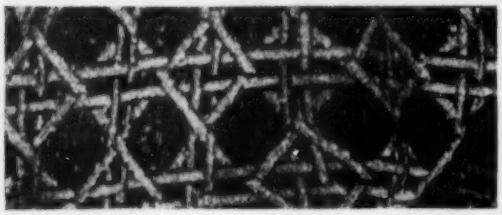
Helico An upholstery and curtain fabric with small Black motif and background of Persimmon, Lemon, Flame, Dresden Blue and Olive. The repeat is 2½″ across and 1⅞″ down.



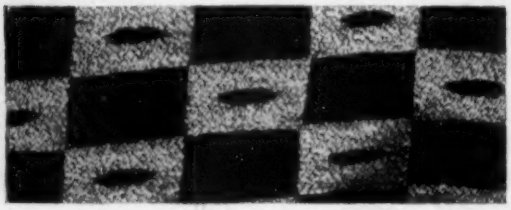
Carré Small black squares on a rough textured background make this an all-purpose cloth. The composition is 100% cotton and it is available in Black/White, Spruce, Lime, Kingfisher.



Mesh This is an interesting design of irregular flowing lines and has strong visual appeal. It has excellent draping qualities and can be equally well used for upholstery.



Trellis All purpose Texturedrape for curtains, upholstery or bedspreads with geometric design making it useful for interior furnishing schemes. The colours are Lemon, Lime, Kingfisher, Dresden Blue, all with Black outlines.



Kiwi Upholstery and curtain fabric with raised squares on a black background. The repeat is 1½″ across and ¾″ down. All these Texturedrapes are 48″ wide and are Vat dyed.

THE MIDLANDS

It's Variety That Makes This Centre So Vital

(*continued from page* 46)

Also noteworthy is the huge output of cabinets for radio and television receivers.

The products of these factories, which include such names as "Lawrencia" and "Buoyant" known internationally, can be seen in the large stores and furniture establishments both in the British Isles and abroad, and many public buildings, theatres and places of entertainment, as well as some of the large ocean going liners, are equipped by local factories.

Figures for 1952, given by the Furniture Development Council, indicate that the North Midlands region provides some 4 per cent of the total furniture produced for the whole of the country. Whether or not this figure has now been improved upon it is difficult to say, but it is highly probable because local factories are busy and order books are full. Output is at present restricted by the number of employees available.

Plenty Of Employment

At present a shortage of skilled labour is being experienced, particularly in the upholstery field, and it is stated there is plenty of employment for disabled persons if they were forthcoming. The intake of school leavers is reported to be good and excellent facilities for their training are offered by courses in furniture design and cabinet making provided by the Nottingham College of Art and Crafts. Tuition is also provided by one of Nottingham's principal factories in their own school opened some years ago.

Within this thriving area the industry has always proved its potentialities in time of the country's need. During the war, millions of pounds worth of hospital beds, ammunition cases, air-craft components, sea-going boats and component parts for gun-boats were produced locally.

In nearby Leicester, where cane furniture is produced, is one of the largest and most efficient firms producing woodworking machinery which, since 1897, has made rapid expansion and now occupies a site of some 14,000 square feet of floor space. Long before the present national drive for export, at least 25 per cent of this firm's machines produced annually were sent abroad.

Associated more than furniture with Nottingham is lace, recognised as one of the finest products in the world, and first introduced to the city between 1760 and 1800. The furnishings section of this industry is located in the city itself and in the adjacent areas of Basford, Beeston, Radford, Bobbers-Mill and Southwell, and the products include all classes of window furnishing material in lace and net, including Brise-bise, net panels, allovers, valance nets, and lace curtains of exquisite design. Other goods include bed spreads and covers, table sets and duchess sets.

Despite the renewed demand for lace at home since the war, the industry still exports a great part of its output.

The industry has its own scholarship schemes to bring new entrants into the trade and these are operated through the Nottingham College of Art and Crafts and the City Education Authorities. The industry also has its own Lace Research Association, which it maintains at a high level of efficiency.

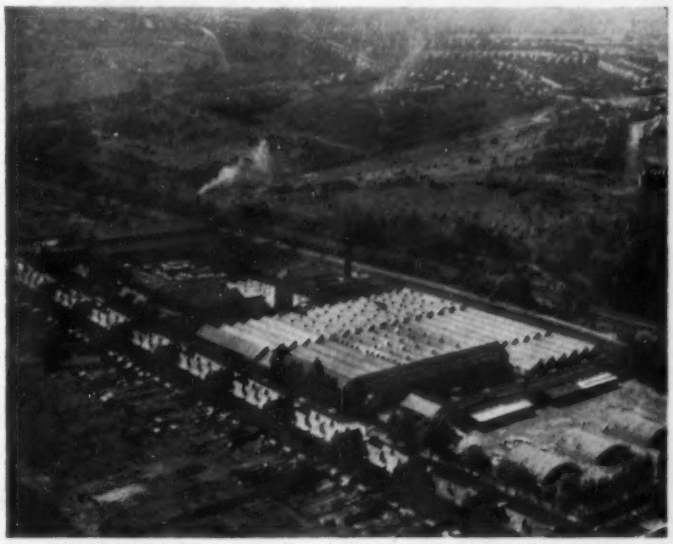
Relations between employers and employees in both these industries continue to be harmonious which ensures progress.

One of the important processes in tubular steel furniture making, the welding operation.

For a century the Midlands were noted as the home of metal bed manufacturing—so it is singularly appropriate that a feature of the industry in the Birmingham area to-day should be the production of tubular steel furniture. Great advances are being made in this section of the industry.

From chairs suitable for a café or restaurant to railway seats and hospital equipment, tubular steel furniture is in ever increasing demand and is becoming widely accepted.

ONE OF THE BIGGEST FURNITURE FACTORIES IS IN THE MIDLANDS



An aerial view of one of the largest furniture manufacturing factories in the North Midlands, covering an 11 acre site at Colwick, Nottingham.

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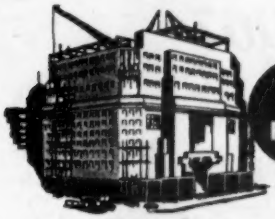

ADVANCE NEWS OF FURNISHING CONTRACTS

Many New Inns, Hotels, Homes

BELFAST. H. W. Weedon & Partners, 45-47 Calthorpe Road, Edgbaston, Birmingham, 15, are the architects for an Odeon cinema proposed at the corner of Castle Street and Fountain Street, Belfast, by Circuits Management Association, Ltd., 5 Bainbridge Street, London, W.C.1.

BIRMINGHAM. Erection of an aged persons' home at Alvechurch Road, West Heath, for T.C.

First instalment of improvements at Witton Hall, for T.C. £12,366.

MANCHESTER. Extensions are proposed at the Manchester Jewish Home for the Aged, 208 Cheetham Hill Road, Manchester, to plans by Peter Cummings, 16 Oxford Street, Manchester.

SHEFFIELD. Sketch plans for an aged persons' home proposed at Greenhill by the T.C. at a cost of £48,000, will be submitted to the Ministry for approval.

SOUTH SHIELDS. Children's Committee has asked Borough Engineer to submit sketch plans for proposed third children's home at Simonside.

STAFFORDSHIRE. Erection of an aged persons' hostel at Kingswinford. Council's Clerk, County Buildings, Stafford.

STAVELEY. The U.D.C. has provisionally approved erection of an aged persons' club at Barrow Hill site.

STANLEY (Durham). Erection of a public house at South Stanley, to cost £14,000, is proposed by Vaux and Associated Breweries, Ltd., Sunderland, and a building licence is sought. Mr. E. M. Lawson, Barras Buildings, Barras Bridge, Newcastle-on-Tyne, is the architect.

PETERHEAD (Aberdeen). A. Stevenson, 465 Great Western Road, Aberdeen, has been awarded approval of the Licensing Court for alterations and additions to the Palace Hotel.

Alterations to the Peterhead Eventide Home, etc., for the C.C., have been approved by the Dean of Guild Court. The cost is estimated at about £14,000.

SEAHAM. Vaux and Associated Breweries, Ltd., The Brewery, Sunderland, have approached the U.D.C. regarding a site for licensed premises. The U.D.C. has allocated a site on the Parkside estate for a children's home for Durham C.C.

CHEADLE (Staffs). Erection of licensed premises at Weston Coyney, for Bent's Brewery Co., Ltd., Stone Staffs.—Architects: Forshaw, Massey & Greaves, Old White Hart, 73 Trinity Street, Hanley, Stoke-on-Trent.

£50,000 ART CENTRE

NEWCASTLE-ON-TYNE. The People's Theatre, Rye Hill, Newcastle-on-Tyne, are considering a £50,000 scheme for the construction of a new centre at Jesmond to house all the activities of the Theatre's Arts Group. Mr. A. W. Kay, Woodlands, Rowlands Gill, Co. Durham, is chairman of the organisation.

EWELL (Surrey). Williams, Pettet & Hope, 58 High Street, Epsom, Surrey, are the architects for licensed premises proposed at West Ewell by Goodhews, Ltd.

FALKIRK (Stirling). R. Younger, Ltd., 60 Abbey Hill, Edinburgh, have been awarded approval of the Dean of Guild Court for alterations to the Cross Roads Inn, Main Street, Bainsford. The cost is about £7,500.

HAWICK (Roxburgh). Erection of a public house at Burnfoot, for W. Elliott, 6 Albion Place, Hawick, and extension to public house at 2 Orrock Place, for W. Litster Smith, 4 Cross Wynd, Hawick, have been awarded approval of the Licensing Court.

ILFORD. Town Planning Committee has approved in principle sketch plans submitted by Courage & Co., Ltd., brewers, Southwark, S.E.1, for the erection of licensed premises on land in Atherton Road, which they are acquiring from the Council.

KIRKCALDY (Fife). J. D. Cairns & Ford, 48 Melville Street, Edinburgh, 3, are the architects for erection of a public house at Templehall scheme, proposed by W. McEwan & Co., Ltd., 15 Rose Street, Kirkcaldy. Approval of the Licensing Court has been received by W. H. Sexton, 26 David Street, Kirkcaldy, for erection of a public house at High Street.

MANCHESTER. Plans submitted: Rebuilding and extension to Sherwood Hotel, Wilmslow Road, Fallowfield.

BLACKPOOL. Additions, etc., to Albert Hotel, 215 Lytham Road, for Threlfalls' Brewery Co., Ltd., Liverpool.

MUNICIPAL OFFICES

STOCKTON. The Ministry has approved in principle the first stage of the Stockton-on-Tees T.C.'s plans for new municipal offices and a municipal hall but the Ministry has stated that the schemes should not be combined but should proceed as separate projects. Revised plans are to be prepared by the Borough Architect (T. C. Hartley), 28 The Square, Stockton.

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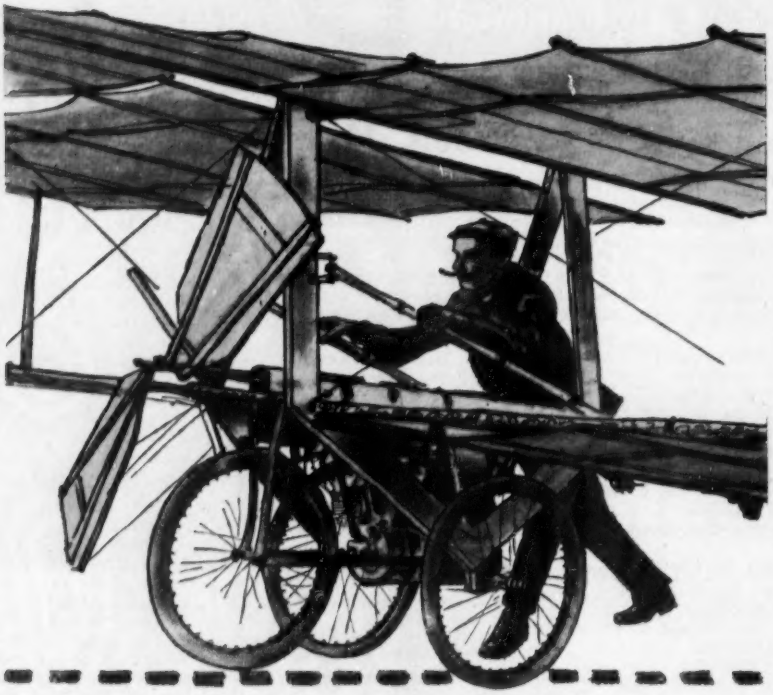
a piece of cake 1907



While we owe praise to the Dukes and Lithgows of this age we must never forget those heroes who flew when the incandescent mantle was "just the thing."
These men knew no sound barrier—they broke through the barrier of ignorance that gave men the knowledge of flight. Brave, half-forgotten men, they were made of the stuff we all would be—pushing on, never satisfied, they are the motive force behind that thing called Progress.
It is not for all of us to be a Duke or a Bleriot. But progress is not something we need leave to others, even though we may leave them to the fame. There is not one man among us who cannot make some contribution.
First though, let him examine himself in a strong light.
Let him see his faults, floodlit in his own eyes.
Then let him set about changing this state. So, no matter what he does, he does it better and thus makes his contribution to progress. This is an altruistic high-mindedness.
This is how a reputation is created.
This way one stays in business.

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Final Report On F.D.C. Sales Conference

MANUFACTURING TECHNIQUES AND IDEAS

Is Storage The Answer To Seasonal Slumps?

FOR his sessions on production and sales plans, territorial or salesmen's quotas and remuneration and incentives for salesmen, at the Roffey Park conference, Mr. D. R. Griffiths relied mostly on stimulating discussion among the members.

To co-ordinate production and sales plans, he said an even flow could be achieved by extra spending on selling in off-peak periods. It was always possible to make more sales by putting out greater sales effort.

There was always someone buying furniture, and always someone planning to buy furniture, say, after they have bought something else. In the latter case it was possible to persuade them to buy the furniture first.

Retailers were as efficient as the supplier made them, he said. The manufacturer had to give them an inducement to sell when he wanted.

He suggested variable margins, cash inducements either straightforwardly or hidden in promotion schemes, or spending money on schemes to get customers into their shops.

As an example, he said a manufacturer could offer to mail customers of a shop to bring them in to buy (in the off-peak season) some small line which normally did not sell much.

During the discussion, Mr. H. W. Bartlett raised the possibility of the manufacturer using his money to build storage space instead of spending it on extra selling effort, keeping production regular by manufacturing for stock.

Mr. J. C. Baker (I. Griew) said the largest producer in Europe did so, and an inconclusive argument developed on whether it would be more expensive than extra sales promotion.

Mr. J. Atkins put in that E. Atkins did it, and it allowed peak sales beyond the maximum production capacity. Mr. I. Cohen (Jaycee) pointed out that the policy meant idle transport. His own suggestion was that the introduction of seasonal lines might be more economical.

One advantage of producing for stock, said Mr. P. Radford (Stag Cabinet) was quicker delivery in peak periods.

An interesting point made by Mr. Cohen was the possibility of displays in holiday resort stores to catch the interest of holiday-makers. They had many requests from south coast resorts for delivery in the north.

On the breakdown of sales policy into quotas for salesmen or territories, Mr. Griffiths said the principle was one of dispersion of responsibility.

Much of the inefficiency in sales organisation was due to being bogged down in historical development, and starting with commission agents, instead of staff salesmen, who could not be disciplined in the same way.

He stressed that the quota must be accepted by the salesmen, if they were to be disciplined.

Commission was giving way to big target bonuses. With the Census of Distribution there was no lack of information on which to base targets.

Replying to a question, he said commission agents helped to emphasise seasonal fluctuations, as they made their greatest effort in the peak periods, being occupied with other goods during the troughs.

Dealing with remuneration and incentives to salesmen, he said that on becoming profitable a salesman would want immediately a total income above £750 a year, and more as his profitability increased.

It could not be the cost of engaging and training which prevented the industry from using salaried salesmen and getting the benefit of discipline, yet it was very slow to move from commission agents. This could only be due to a lack of managerial skill.

"Almost all the weaknesses one hears of in British industry," he said, "are management weaknesses."

Expert Talks On Selling Methods

CLOSING the first full day of the F.D.C. conference on Marketing and Sales Management at Roffey Park, Mr. L. E. Room (Advertising Association) discussed sales channels used for selling consumer goods including capital equipment competing with furniture.

Mr. Room.

Many people failed to realise what competition was, he began. It went further than the man next door or fellow manufacturers and included every other industry which was competing for the amount of money the consumer had to spend.

When approaching the question of how to sell, manufacturers should bear in mind whose goodwill they wanted—that of the people who sold for them or that of the actual user.

The two extremes were manufacturing entirely for the trade with no contact with the user, and controlling distribution throughout to the final consumer, whether by direct selling, mail order, one's own chain of shops or personal calls on the user by salesmen. The normal pattern in industry was a combination of both.

Mr. Room dealt at length with the advantages and disadvantages of identifying the product with a brand. Unbranded products, he pointed out, had no identity after leaving the manufacturer. They might acquire an identity later in the distribution chain, but the goodwill would accrue entirely to the distributor, who would also take full responsibility for the quality of the goods bearing the brand and could do what he liked about price.

By the use of his own brand the manufacturer created goodwill for himself. His brand would acquire reputation by advertising. He would then be in a position to maintain prices.

Main advantage of branding was that with it the maker was in a position to use all the benefits of advertising to the final consumer.

A disadvantage to be borne in mind was that when a manufacturer who was accustomed to selling to the trade decided on branding he would meet resistance from his trade customers, who might decline to sell his product.

When fixing the retail price the manufacturer should keep in mind the customary margins in the trade, though a manufacturer in a strong position might be able to break down resistance to reduced margins.

Other considerations were the amount of selling effort expected of the retailer, and the cost to him of after-sales service. The advantage of price maintenance, however, was that both the consumer and the trade knew exactly where they were.

Methods of selling, the speaker continued, were a matter of common sense: the application of general principles to one's own circumstances.

Dealing first with mail order, he said this was not necessarily a cheap business. An astounding variety of goods could be sold in this way.

(continued over page)

Conference Discusses Methods, Advertising and Sales

(*from previous page*)

The important thing was the mailing list. "To whom shall you write?" was the key to successful mail order selling.

In the footwear, men's wear and butchery trades it was common for a manufacturer to set up his own chain of retail shops. For this method a great diversity of stock was needed to spread the sales over the year.

Turning to the use of agents, Mr. Room gave a word of warning. One should be careful to draw up an agreement clearly defining what the agent was to sell, where, how, at what prices, and so on.

Selling through retailers was the most common way, and there were two choices for the manufacturer. He could sell direct to the retailer or through wholesalers.

When selling direct to the retailer a decision was needed on which type of shop to select, especially with branded goods at controlled prices. There was no fixed boundary between trades, and the pre-war fluidity would return and new channels open.

Then it must be determined whether to try to cover the country or to sell only through selected dealers. The latter method was useful when dealing with expensive articles needing highly-skilled and knowledgable salesmen and after-sales service.

Furniture to-day, Mr. Room concluded, was probably facing keener competition than ever before. Attacks on the public purse were coming from the brand-new industries, especially electrical, with all the force of modern sales techniques.

Do Furniture Makers Neglect Their Real Customers?

SPEAKING on advertising at the recent F.D.C. marketing and sales conference at Roffey Park, Mr. C. Brunning, managing director of S. C. Peacock, Ltd., confined himself to the appeal to the final user.

Mr. Brunning.

Advertising, he began, was only part of the selling operation. Product distribution and selling must also be right; then one could go on to review advertising.

People in the advertising business thought the furniture industry was backward, especially the manufacturers. The evidence, he said, was that most were small firms, doing localised business, and felt they could not afford to advertise. In many cases, too, the selling force was deficient or non-existent.

The picture improved a little with the larger manufacturers, but there were still deficiencies on the selling and advertising side.

"The retailer is *not* your customer," he said. "That's the man and woman in the street. The retailer is your distributing agent. The furniture manufacturer on the whole has done nothing to appeal to the man and woman in the street."

Total furniture advertising in the Press last year was £1,250,000, and the total advertising about £2,000,000. Most of this was spent by the G.U.S. and other big retail groups. The manufacturers at the outside spent £250,000 between them. No one had really gone out to capture the British market for his pocket.

If the smaller men were content to go on as at present, sooner or later the larger manufacturers would capture the market for their particular types of furniture. Retailers would be forced to stock these well-known brands.

To succeed, Mr. Brunning continued, all manufacturers would eventually be forced into expansionist policies. "Don't wait for it," he said, "do it now!"

Two Ways Of Advertising

What could be done? Advertising was costly at first. There were two ways: national and local. National advertising was suitable only for the manufacturer with the national distribution, which implied a reasonable proportion of outlets everywhere, and a turnover which could support a campaign.

Although the local advertiser spent less money, he should still spend an equivalent amount in relation to his area.

A very suitable form of advertising was dealer aid. One took space in, say, the Press, and paid for it, putting in the product and the name of the local seller. In the national papers, although it was impossible to give the sellers' addresses, readers could be invited to write for the name of their nearest retailer.

Manufacturers could also back up local retailers who were already advertising but not yet using the makers' names, by supplying the advertisement and sharing the cost.

Turning to costs, Mr. Brunning said an adequate national advertising scheme could not be done under £25,000 to £30,000.

Advertising in spasms was fairly common, controlled by seasonal fluctuations, which could not usually be affected by advertising. It would not make a woman buy when she did not want the product—he instanced

Photographed between lectures are: left to right, Messrs. J. C. Baker (I. Griew), R. T. Lambert (Remploy), P. Weldon (Sheffield Cabinet), K. W. Aspey (Furniture Productions), L. F. Sayers (Chas. Newth), R. A. Pearce (Greaves & Thomas) and N. Morris (H. Morris).

Staff Recruitment

bathing suits. Money spent on advertising to kill fluctuations was wasted.

If, however, advertising were used to build up demand, the firm would ultimately reach such a volume of production that the seasonal variations became less noticeable, and in the off-season trade was still above the datum line for profit.

Press advertising was the best medium at present. The advertiser should choose the media which best suited his product—high-class, mass circulation, etc. Direct mail advertising could be used in conjunction with the trade press.

Opinions differed on what to say in an advertisement. His own view was that it should *sell*. It should say what you wish to sell, what are its selling points, and if possible what it costs and where to get it. This should be backed by good copy and art work.

When considering what sort of space to take the formula was that the advertisement must be big enough to be noticeable and carry the message readably without cramping. Repetition was desirable. If expenditure was limited the advertiser should take only a few media and concentrate on them.

He should settle on a policy and stick to it, resisting the temptation to deviate because a competitor is following another policy.

In answer to questions, Mr. Brunning said average allocations in the electrical industry to advertising were from 3 to 7 per cent of turnover, with less for big advertisers.

If a firm spent £10,000 a year on advertising, the profit was not that much down, but up. As the allocation increased the percentage of turnover actually decreased. Advertising was a production cost.

The discussion continues . . . left to right, Messrs. P. Connell (Alston's), P. Radford (Stag Cabinet), Dr. Henry Durant (lecturer), H. W. Bartlett (W. Bartlett) and H. L. King (Christie-Tyler).

How To Pick Men For A Sales Force

HAVING laid down a sales policy, a manufacturer knew how many salesmen he required. The next task was to determine the type of men wanted. Mr. L. F. Poultney, A.S.M.A., area sales manager of Kalmazoo, Ltd., made this point in his lecture at Roffey Park.

Mr. Poultney.

A job analysis was required. Firstly, no-one wanted a collection of order takers, they needed a creative, dynamic sales force. In his experience the major considerations when recruiting were: experience, the ideal age group, education, married or single, financial status, home ownership, and whether accustomed to a car. These were of tremendous importance.

He thought it desirable to train the salesmen from the start, rather than have men who were partly trained by competitors, with much to unlearn.

As for education, it must be enough to enable the man to understand the job, but not so much as to leave him dissatisfied with it.

A married man, it was said, could not be exclusively devoted to the job because of domestic problems and responsibilities, but a single man might be too footloose.

The question of house ownership was important because it gave a degree of stability, yet on the other hand it might also make him less mobile than was desirable. And if a man was already accustomed to the use of a car, he would never be likely to settle down without one.

Standards for such aspects as personality, energy, enthusiasm, drive, loyalty and honesty would also have to be determined in advance.

It was best to set down the specification in writing, so that all concerned would work to the same plan.

He described his own company's methods of selection, emphasising that they made certain as far as possible before training started whether a man could benefit by it.

Within the next four or five years, Mr. Poultney concluded, things might become very tough indeed, and it would be the firms with highly trained sales forces which would survive.

Modern Equipment Saves Office Work

LAST paper in the F.D.C. conference was by Mr. L. L. Fellner, of the National Cash Register Company, on sales office organisation and control.

(*continued over page*)

HARRIS LEBUS LIMITED

Year of Steady Progress

The seventh annual general meeting of Harris Lebus, Ltd., was held on December 7 in London, SIR HERMAN LEBUS, C.B.E., J.P., chairman and managing director, presiding.

The following are extracts from his statement circulated with the report and accounts for the 53 weeks to July 16, 1954:—

The Accounts now before you show a Trading Profit for the period of fifty-three weeks to 16th July, 1954, of £600,125 after providing for all charges, including depreciation, compared with a Trading Profit of £561,879 for the preceding year.

Income Tax and Profits Tax computed on the profit for the period amount to £340,907, leaving a net profit of £259,229 to which must be added an amount of £6,370 in respect of taxation provision made in previous years and now no longer required; accordingly, out of the results for this period, an amount of £265,599 is added to the amount of unappropriated profits of £120,841 brought forward from last year, making a total of £386,440 available for appropriation.

It is considered sound policy to set aside a further £150,000 of the Company's profit, and the General Reserve will accordingly now amount to £300,000. The Revenue Reserves of the Company will then total £415,440.

The Year Under Review

This has been a year of steady progress. The purchase by the public of furniture has grown in common with that of many household commodities. It will be a matter of particular interest to stockholders that we have been successful in increasing our share of that increased market.

The new types and designs of furniture we introduced during the year met with satisfactory approval from retailers and their customers and your Company delivered more units of furniture than it has ever done before.

It has been a prime object of your Company during the year under review, further to improve the already high standard of reliability of Lebus Furniture and also to reduce its selling prices; we thus endeavour to assure that the furniture your Company manufactures is brought within the reach of an ever widening circle of the public. Organisation, research, mechanisation and equipment have all contributed to the achievement of this object. In the result it was possible for us to sell at the end of the year our new and improved ranges of furniture at prices lower than those of corresponding furniture at the beginning of the year. This has been attained in spite of the increases in the remuneration of labour and the growth of charges that the country is generally experiencing.

The increase of competition which developed within the Industry itself and also from the many other household articles that add to the amenities of the home, has been more than adequately met in the past year. A very real contribution has been made towards the immediate and future growth of the business of your Company.

1954/55

The demand for our furniture has been larger than we had reason to expect and consequently the orders on hand are larger than we like. It is anticipated, however, that with the increased production which we are progressively achieving, the arrears will be overhauled in the early future and we shall continue to operate at a higher level of production. The popularity and competitiveness of the products of our factories afford assurance that we may look forward to a larger production and sale in the year that is now with us and to improved results. Your Board believes that, in the absence of abnormal conditions of trade, you can look forward to this with reasonable assurance.

Materials

During the past year we have been able to obtain the quantities of timber, plywood and veneer that we have needed for our operations, though certain restrictions, in particular in regard to the dollar areas, still remain. The prices of Oak lumber and Oak veneer are still exceedingly high; the prices of other timbers have not varied greatly during the year except that the prices of plywood have risen from time to time. Upholstery and other materials have been in good supply and, with the exception of some increases here and there, prices have remained steady during the Company's financial year.

The success which has attended our efforts to bring our furniture within the purchasing means of a larger circle of the public would be greater still were it not for the cost of timber and plywood which is disproportionately high. Some of your Directors and buyers frequently go overseas to investigate the sources from which these materials come in order to ensure that the Company obtains the most satisfactory supplies at the most satisfactory prices.

The Tottenham Factory

I referred last year to the erection of "certain buildings on the undeveloped freehold land which is contiguous to the Tottenham Works." The buildings thus contemplated are of considerable dimensions and will be available for occupation during 1956.

Showrooms

A building is being erected at 17/19 Maddox Street, Regent Street, W.1, to suit your Company's requirements for London showrooms. The transfer from the Tabernacle Street showroom premises will take place early in 1955 and the Company's association with Tabernacle Street will then be severed.

The Position To Date

The Report and Accounts were unanimously adopted; the proposed dividend of 9 per cent was approved and Sir Herman Lebus, C.B.E., J.P., who attained the age of 70 years on the 1st June, 1954, was unanimously re-elected a Director of the Company on the motion of Lord Rennell of Rodd, seconded by Mr. L. S. Lebus.

Sir Herman, after expressing his sincere appreciation for the wav the meeting had passed the Resolution, thanked Lord Rennell and Mr. L. S. Lebus for the very kindly and generous things they had said about him. Concluding, Sir Herman said, "Since my review was written the results of the first few months of this financial year are available and I tell you, with great pleasure, that the anticipations to which I gave expression in the Review have in no way been falsified. We continue to produce our furniture in ever growing quantities. The furniture continues to be of a quality of which we may all be proud. Our orders on hand are of a volume that allows me to say, subject to some national or international complication, that the achievements of your company in the early foreseeable future will be satisfactory to you."

Mr. Alexander R. Lamb was re-elected and the remuneration of the Auditors, Messrs. Pannell, Crewdson & Hardy, was fixed.

[ADVERTISEMENT]

HARDWOOD MARKET
By Quercus

Visit By Americans Reawakens Dollar Conjectures

MAIN item of interest in the hardwood trade at the time of writing was the visit of representatives of the National Lumber Exporters' Association of the U.S.A. These important visitors from overseas were guests at the annual dinner of the National Hardwood Importers' Section of the Timber Trade Federation on November 30 and have also had conversations with hardwood trade organisations. This visit has naturally revived conjectures in the trade on the possibility of the dollar trade question being reopened.

* * *

Main problem in market conditions generally is one of supply. Normally, the amount of hardwood due at this time would be sufficient to meet the situation but the chaotic conditions created by the dock strike have caused an additional immediate demand and the difficulty is to find sufficient supplies. Shippers in all the main hardwood producing areas are fully booked ahead for the next four to six months and prices for all grades and species are at a very firm level. There is concern in the trade in case some of these prices reach an entirely uneconomic level, but, under present conditions it is difficult to see what can be done to remedy the position.

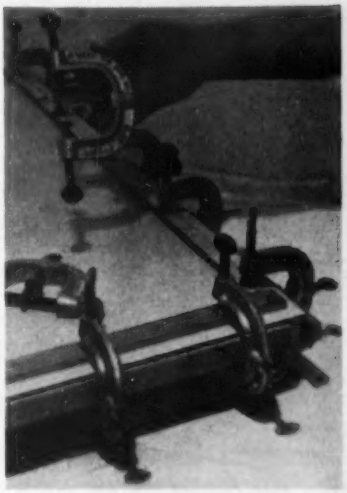
* * *

The latest official figures covering hardwood imports into the United Kingdom show that during the first ten months of this year there was a marked decline in log imports compared with sawn hardwood. This is regarded in the trade as an indication of the trend, recently very marked, for shippers to concentrate on the production of sawn material in line with U.K. market requirements. Imports of hewn hardwood in the period under review were less than half those of sawn hardwood. The decline in log imports has affected chiefly obeche, okoume, and abura.

* * *

Inquiries made this week round the plywood trade indicate a strong demand from the furniture industry. There is every indication that this position will continue and it is against this background of fairly heavy buying from consumers that the trade has planned its forward buying schedules.

New Cramp Simplifies Lipping



CRAMPING of plastic sheet tops and lipping for kitchen furniture, bars, counters, and so on is simplified by the new "3-way Cramp," says the inventor, Mr. R. A. West, of Battersea.

It is claimed to save considerable time on edging and lipping jobs, as it holds vertical and horizontal surfaces simultaneously.

Strongly made and fully adjustable, the cramp is centred on the edge of the piece by adjusting the top and bottom screws, and the lipping held by the third screw, as illustrated.

Mr. West has been using his cramp for a considerable time, and has now put it on the market, priced 10s. (subject to the usual trade discount). He claims that it is also ideal for edge veneering, and can be used as an ordinary "G" cramp if desired.

Capacity of the "3-way Cramp" is up to 2⅜ in. thickness, but Mr. West intends to increase this.

Shorter Hours Demand Mechanisation

(from previous page)

Intelligent use of modern office equipment, he said, would aid management to obtain with speed, accuracy and economy all information needed.

Some of the main causes which led to the increased demand for office machinery were the shorter working week, additional burdens of providing accounting information such as P.A.Y.E. records, and the many counter-attractions to clerical work offered to young people.

Mr. Fellner outlined a case study of a sales office routine from receipt of an order to the ultimate collection from the customer. He illustrated the various stages—order analysis, dispatch, invoicing, ledger posting and statement rendering—with specimen forms and slides.

He described the use of all kinds of office equipment and explained the operation of some of the latest machines to aid in the preparation of accounting records, emphasising the importance of selecting the correct types to meet the exact requirements of the case.

Developments in this field were being made daily, he said, yet an amazing number of executives and accountants still ignored the possibility of labour saving by this means.

Manufacturers were only too keen to demonstrate and advise on the use of their products, and Mr. Fellner implored his listeners to make a break from traditional, expensive and "drudgeful" methods and adopt twentieth century production techniques in the office.

HYPNOS Mattresses and Pillows
WILLIAM·S·TOMS·LIMITED
HIGH WYCOMBE AND EXETER
Hypnos Productions: Spring Interior Mattresses, Divans, Bedsteads and Spring Mattresses.

Winter is the time of peak demand for REMPLOY Occasional Furniture and Kitchen Tables. *All models mentioned below are available for immediate delivery.* Show them prominently and you can count on quick sales. An illustrated booklet describing the full range is available on request. Write in!—or better still send your orders NOW.

FIRESIDE CHAIRS

WA6/33. Covered cotton mixture moquette; latex filled cushion on tension springs; sprung back; with wings. Also WA6/32, a similar chair but with arm pads, and without wings.

COFFEE TABLE

WA2/47. The Refectory Coffee Table, a charming design and beautifully executed in medium oak.

TEA TROLLEY

WA11/5. A very attractive design in medium oak with two flaps and smooth-running castors.

CARD TABLE

WA2/19. A popular model with baize top of large size (30″ x 30″), and individually folding legs.

BOOKCASES

WA5/9. Handsome shaped bookcase in medium or light oak; on feet. Also other pleasing designs, all well-finished and with good accommodation.

KITCHEN TABLES

WA2/50. Strong, well-made table of a widely-favoured type. Varied choice of tops from formica and plastic to plain wood.
Other models available.

REMPLOY

REMPLOY LTD. (DEPT. FR24), 25 BUCKINGHAM GATE, LONDON, S.W.1
BRANCHES AT: London, Birmingham, Glasgow, Felling-on-Tyne, Bristol, Bridgend, Oldham

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

Trading Results

Vono Profits Lower

Group trading profit of **Vono Industrial Products, Ltd.** for the year to August 31, is down from £730,920 to £667,600. After tax of £396,429 (£436,313) net profit is £271,171 (£294,607). Final dividend of 20 per cent makes a total of 25 per cent (both same). Subject to Treasury and shareholders' consent, arrangements have been made for the acquisition of the issued capital of Burman and Sons Ltd. (precision engineers), part of the consideration being the allotment of 863,776 Vono 5s. Ordinary shares ranking *pari passu* with the existing 3,136,224 Ordinary. The balance, payable in cash, will be provided from an issue of about 1,000,000 Vono £1 Preference shares. It is also proposed to capitalise £250,000 of reserves by a one-for-four scrip issue, bringing the issued Ordinary capital to £1,250,000.

Easterns' Progress

Combined revenues of **Easterns, Ltd.,** for the year to August 31, including £71,191 surplus on sales of fixed assets, is £242,216 (£163,875). Final Ordinary dividend of 10 per cent makes a total equivalent to 15 per cent on capital doubled by a scrip issue (20 per cent on old capital). Interim of 10 per cent on old capital was paid earlier in the year.

Blundell Interim Doubled

Interim dividend of **John Blundell, Ltd.** for the current year is 30 per cent on the equity of £700,000, all of which is held by United Drapery Stores. Last year's interim and total were 15 and 45 per cent. The present payment follows a special dividend of £250,000, tax free, from general reserve in July.

Montague L. Meyer Profit Down

Trading profit of **Montague L. Meyer, Ltd.,** for the year to March 31, fell from £822,722 to £262,723 before deducting bank interest of £107,080 (£59,293). Net profit is £66,020 (£163,204), including a tax credit of £54,715 (£439,766 charged). Final dividend is cut from 15 per cent to 10 per cent, making a total of 15 (20) per cent.

Samuel Elliott Increase

Profit of **Samuel Elliott & Sons (Reading), Ltd.,** for the year to September 30 is £39,518 (£9,719), after crediting transfer from contingencies reserve of £13,500 (nil).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Leslie Birkett **Stubbs,** 13a Park Road, West Kirby, Cheshire, lately carrying on business in partnership with another under the style of **"Carr Lane Cabinet Works,"** at the Incinerator Depot, Carr Lane, Hoylake, Cheshire, and formerly carrying on business under the style of **"The Handicraft Shop,"** at 44 Market Street, Hoylake, furniture manufacturer. Public examination January 18 at The Court House, Pilgrim Street, Birkenhead. Order of Adjudication November 23.

Gerald Ebenezer **Manikum,** "Downsview," Wellow, Isle of Wight, furniture manufacturer. Application for discharge December 30 at The Town Hall, Ryde, Isle of Wight.

THE COMPANIES ACTS

Winding-Up Order

Bishops Stortford Joinery Works, Ltd., Hadstock Road, Linton, Cambridgeshire. Winding-up Order November 19.

Dividend

Robert Nichols, Ltd., 81 High Street, Orpington, Kent, house, shop and office furnishers. No. 00847 of 1948. First and final of 8¾d. in the £, payable at 11-12 Finsbury Square, London, E.C.2.

INCREASES OF CAPITAL

Jason & Co. (Hove), Ltd., Manufacturers of furniture, glass, china, earthenware, etc., 1 Holland Mews, Holland Road, Hove.—Increased by £4,000, in £1 shares, beyond the registered capital of £1,000.

Philip Rose, Ltd., Cabinet makers, etc., Primrose Works, Stour Road, Old Ford, E.3.—Increased by £30,000, in £1 shares, beyond the registered capital of £20,000.

John Perring, Ltd., house furnishers, etc., 26-8 London Road, Twickenham.—Increased by £170,000, in £1 Ordinary shares, beyond the registered capital of £50,000.

Jackamans, Ltd., house furnishers, etc., Ling House, 10-13 Dominion Street, London, E.C.2.—Increased by £65,000, in £1 Ordinary shares, beyond the registered capital of £10,000.

CHANGE OF NAME

W. D. Hallett & Co., Ltd., general drapers, furnishers and decorators, hardware dealers, etc., 269a Kingsland Road, E.2.—Name changed to Church Road Credit Co., Ltd., on October 5.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Greene, F. C. T. (male), 13 Swans Close, Ramsbury, cabinet maker. £15 17s. October 29.

Fox, Ada (m.w.), 8 William Edward Street, Balsall Heath, furniture dealer. £24 19s. October 11.

The Pownall-Grant Equipment Co. (a firm), Charlotte Street Works, Newport, furnishers. £22 18s. October 12.

Lloyd, Ronald, Leazes Cottage, West Auckland, upholsterer. £17 13s. 6d. October 29.

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Branches in Main Provincial Cities

Also Finance For Trade Accounts

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NOTTINGHAM, 14/18 Low Pavement 46484

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Holme Supply Co. (Liverpool), Ltd.—Registered October 25, 1954. 6 Erskine Street, Liverpool, 6. To carry on business of credit drapers, outfitters, dealers in furniture and furnishing fabrics, etc. Nominal capital: £3,000 in £1 shares. Permanent directors: J. A. Whittaker, 21 Barn Hey Green, Liverpool, 12; A. Moore, 74 Walton Hall Avenue, Liverpool, 4; S. Adams, J. W. Swain and E. Lea.

Lucas & Spencer, Ltd.—Registered October 23, 1954. To carry on business of designers and manufacturers of and dealers in scenery furniture, soft furnishings, draperies, etc. Nominal capital: £2,000 in £1 shares. Directors: S. Lucas, 6 Timbertree Road, Old Hill, Staffs; R. E. Spencer, 11 Quarry Lane, Northfield, Birmingham; J. H. Lucas.

H. J. Tomkins & Son, Ltd.—Registered October 23, 1954. 67 Weymouth Street, W.1. To take over business of house furnishers carried on as "H. J. & A. E. Tomkins & Son" at Weymouth Street, W.1. Nominal capital: £1,000 in 5s. shares. Directors: H. J. Tomkins, 1 Kitchener Road, Dagenham, Essex; R. J. Tomkins, 6 Sommers Mews, W.2; Kathleen Geal, 193 Grove End Gardens, N.W.8.

Newton Heath Trading Co., Ltd. Registered October 19, 1954. 2 St. Peters Square, Manchester, 2. To carry on business of manufacturers of and dealers in furniture, cabinets, chests, etc. Nominal capital £1,000 in £1 shares. Permanent directors: F. Hadfield (managing director) and Mrs. V. Hadfield, 1094 Oldham Road, Manchester, 10.

Berco Furniture Productions, Ltd.—Registered October 20, 1954. National Bank House, 101/3 Baker Street, W.1. Nominal capital: £5,000 in £1 shares. Director: B. Bercovitch, 28 The Grove, Edgware, Middlesex.

George Dungate & Co., Ltd.—Registered October 20, 1954. 213 Merton Road, Southfields, S.W.18. To carry on business of house and office furnishers, etc. Nominal capital: £200 in £1 shares. Directors: H. W. Rudd, 402 Merton Road, S.W.18; B. G. J. Dungate, 213 Merton Road, S.W.18.

Normar (Carpets), Ltd.—Registered November 6, 1954. 415 Oxford Street, W.1. Nominal capital: £1,000 in £1 shares. Directors: N. Rubinstein, 64 Goldstone Crescent, Hove, Sussex; S. R. Beck, 11 Robert Louis Stevenson Avenue, Westbourne, Bournemouth.

Curtainway, Ltd. — Registered October 30, 1954. 14 Mount Street, W.1. To carry on business of suppliers of curtain rails, etc. Nominal capital: £100 in 6s. 8d. shares. Directors: W. R. S. Bond, Shalesbrook, Forest Row, Sussex; A. T. Page, 13 Chelsea Square, S.W.3.

John Penney, Ltd.—Registered October 30, 1954. Old Town Hall, Market Place, Wantage, Berks. To carry on business of retail dealers in and manufacturers of furniture, etc. Nominal capital: £1,000 in £1 shares. Directors: J. Penney, 16 Portway, Wantage, Berks.; Kathleen B. Hall, 85 Bowyer Drive, Cippenham, Bucks.

Plan Furnishing, Ltd.—Registered October 29, 1954. 7 Gt. Winchester Street, E.C.2. To carry on business of manufacturers of and dealers in furniture, etc. Nominal capital: £1,000 in £1 shares. Directors: K. C. Lindsay, 20 Meriden Court, Chelsea Manor Road, S.W.3; R. W. Hinton, 23 Darrick Wood Road, Crofton, Orpington, Kent.

Joseph Serlin & Sons (Sales), Ltd.—Registered October 29, 1954. 1 Harley Street, W.1. To carry on business of manufacturers of and dealers in furniture and furnishings, etc. Nominal capital: £1,000 in £1 shares. Directors: J. Serlin, 16 Grangecourt Road, N.16; A. Serlin, 19 Headley Drive, Ilford, Essex; M. A. Serlin, 40 Oakdale, Southgate.

Gordon & Boris, Ltd.—Registered October 28, 1954. 48 Albemarle Street, W.1. To carry on business of household furnishers, etc. Nominal capital: £5,000 in £1 shares. Directors: R. Gordon and Annie Gordon, 45 Golders Gardens, N.W.11; B. Barbarasch and Kitty Barbarasch, The Den, 1b Brantwood Gardens, Woodford Avenue, Ilford, Essex.

G. Phillips (Sales), Co., Ltd.—Registered October 28, 1954. 126 Bishopsgate, E.C.2. To carry on business of household furnishers and decorators, drapers and outfitters, etc. Nominal capital: £100 in £1 shares. Directors: G. Phillips, 47 Lingwood Road, E.5; A. Rack.

Harold A. Collins, Ltd.—Registered October 28, 1954. 14 Martello Street, Hackney, E.8. To carry on business of manufacturers of and dealers in upholstery, trimmings, accessories, furnishings, fabrics and materials of all kinds for the upholstery and allied trades, etc. Nominal capital: £3,000 in £1 shares. Permanent directors: H. A. Collins and Mrs. M. M. Collins, 12 Queens Court, Queens Road, E.11.

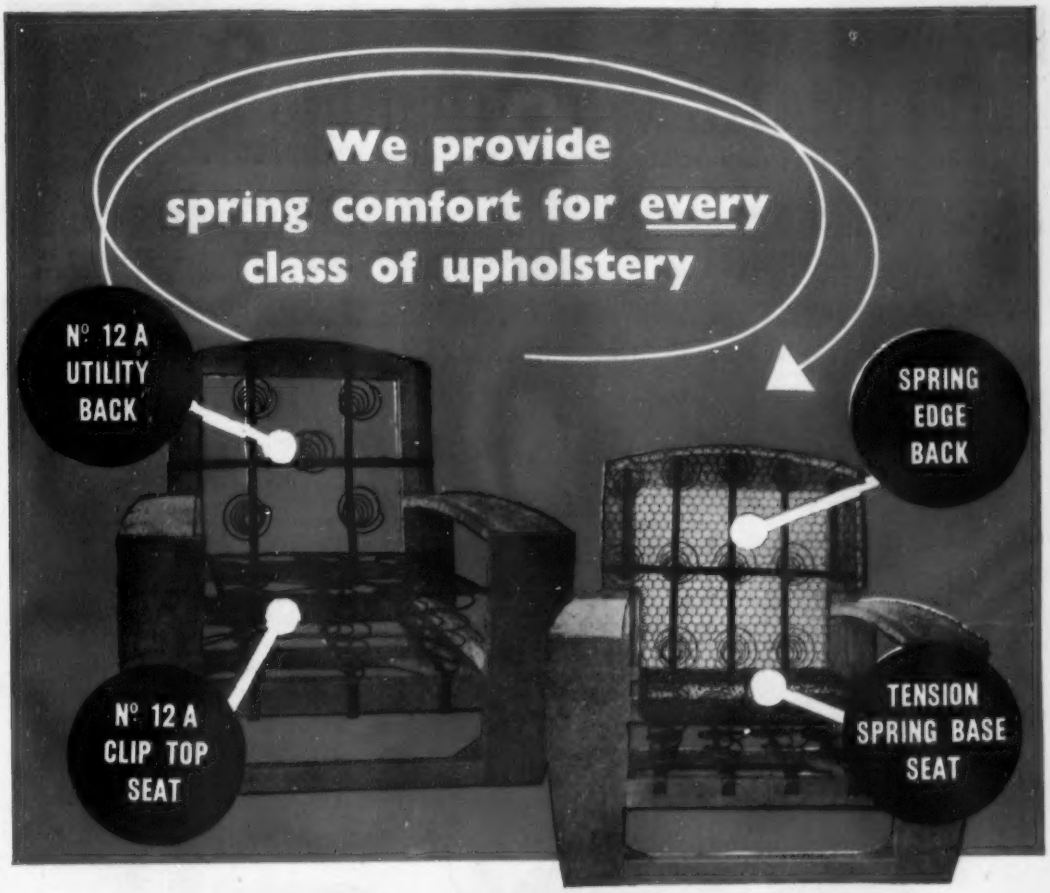
IVAN HOUSE, 138, KINGSLAND ROAD, LONDON, E.2. Phone: Shoreditch 5537

"World" Service Bureau

Some Enquiries Answered

10,348.—Armchair table with a telescopic leg.
10,349.—Divan with two drawers.
10,350.—"Rotaflex" pendant diffuser shade.
10,351.—Sheepskin rugs.
10,352.—"Marleytread" flooring.
10,353.—Candlewick beadspreads.
10,354.—Cane chair with a musical seat for children.
10,355.—Ready-made loose covers.
10,356.—Chairs and tables made from barrels.
10,357.—Medium-price dining suite in mahogany.
10,358.—Oak dining tables for hotels.
10,359.—Mahogany draw-leaf table.
*10,360.—Nickel plated trouser press fittings.
10,361.—Drugget cloth for covering floors and carpets.
10,362.—Makers who use Utility No. 254.
10,363.—Modern wooden chairs without arms for a shoe shop.
10,364.—Hair-cord carpets.
10,365.—Chairs with Queen Anne legs.
10,366.—Spring steel wire for upholstery springs.
*10,367.—"Trent" three piece lounge suite.
10,368.—Address of Wade Spring and Upholstery Co., Ltd.
10,369.—Address of Nightingale Products (Blackburn), Ltd.
10,370.—"Dumb Valet" garment stand.
10,371.—"Cornwall" modern fireside shair.
10,372.—Gramophone record cabinets.
10,373.—"Addenda" upholstered furniture.
10,374.—Address of Ian C. Steele & Co., Ltd.
10,375.—"Serenity" chairs.
10,376.—"Fitrobe" wardrobe.

* Means unanswered. Can any reader help?



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SPRING INTERIORS

✻ CROSBY Spring Interiors give the essential controlled comfort made possible only with springs. As the weight shifts, so must it be supported, easily, immediately, and in perfect comfort.

We can demonstrate this difference between our unit well constructed with superior materials and those with which you were casually content.

Let our representative know your springing problem and ask for our samples to prove we have the answer.

All interiors are delivered in perfect condition by our own vans.

Springs to standard and special sizes, any count or dimension

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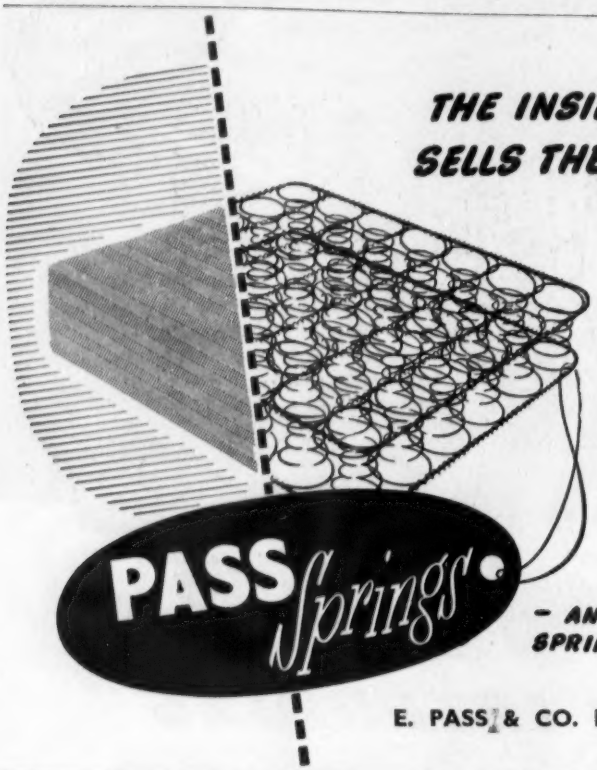
AUTOMATIC WOODTURNING CO., LTD.

KNOWLES ST., MILLFIELD ROAD, WIDNES, LANCASHIRE • Phone: WIDNES 2871

TURNED & TWISTED LEGS

TABLE & STANDARD LAMPS

KEEN QUOTATIONS TO THE FURNITURE TRADE



THE INSIDE THAT SELLS THE OUTSIDE

★

Work "behind the scenes" often goes unpraised. Not so with Pass Springs and Spring Interiors—because the Bedding-Upholstery Manufacturer knows that the very name means dependability and comfort—two paramount points in his sales effort.

— AND PASS SPRING INTERIORS

E. PASS & CO. LTD. · DENTON · MANCHESTER

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Plastic Coated, will not peel, resistant to hot water.
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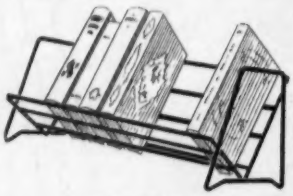

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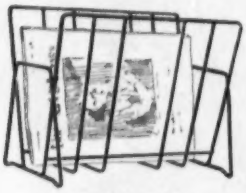

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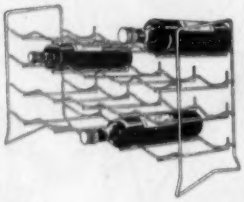

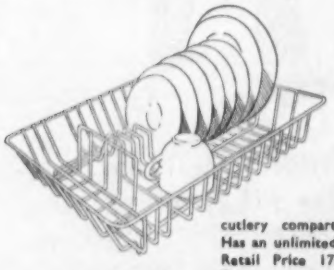

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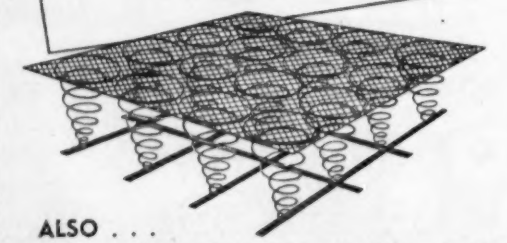

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CARPET SALESMAN required in progressive business. Good prospects for experienced man.—Apply: Sopers of Harrow, Ltd., or ring Harrow 4422.

EXPERIENCED Furniture Salesman required for progressive department.—Apply: Manager, W. S. Green, Ltd., St. Albans.

FOREMAN Joiner required, London area. —Write fully and state salary. Box No. 9573 Furnishing World 180 Fleet Street E.C.4.

GUERNSEY, C.I. Experienced first carpet salesman required for good-class trade. Private company.—Write: Sales Manager, I. C. Fuzzey, Ltd., "Tudor House."

JOHN PERRING the Family Furnishers with Branches throughout Southern England, have vacancies for Experienced Salesmen in their Cabinet, Carpet and Bedding Departments. Permanent progressive positions with good salary and commission.—Applications in confidence giving details of experience to: Mr. K. F. HYDE, John Perring, Ltd., 7 Richmond Road, Kingston-on-Thames.

SITUATIONS VACANT—Cont.

LARGE SCALE furniture manufacturers require a sales distributor for their Essex factory. Extensive retail experience would be considered an advantage. Applicant must be conscientious, zealous and industrious, and able to handle all correspondence on own initiative. Only those with the necessary qualifications need apply.—Write, giving full details and salary required, to Box No. 9571 Furnishing World 180 Fleet St. E.C.4.

ONE of the largest and most progressive Hire Purchase furnishing companies with branches in all principle towns in the country, due to expansionist policy require the services of several TRAINEE MANAGERS. Those with ambition, good appearance, personality and with some experience are invited to apply in the first instance to: Mr. V. H. Stubbington, Messrs. Phillips Furnishing Stores, Ltd., 54/55 High Street, Birmingham 4.

MANAGERS and salesmen required for new branches, excellent salary, commissions and permanency. Grand opportunity for keen men.—Box No. 9567 Furnishing World 180 Fleet St. E.C.4.

MANAGER required, must be used to busy H.P. Trade. Watford area.—Box No. 9566 Furnishing World 180 Fleet Street London E.C.4.

DESIGNER REQUIRED BY WELL-KNOWN LONDON FIRM OF MASS-PRODUCTION BEDROOM SUITE MANUFACTURERS.—WRITE STATING EXPERIENCE AND SALARY REQUIRED TO BOX No. 9531 FURNISHING WORLD 180 FLEET STREET E.C.4.

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SMART Salesman wanted for New branch just opened at Debden, Loughton. Good prospects for the right type of man.—Apply: G. W. Thompson, Ltd., 211 Salmon Lane, E.14.

UPHOLSTRESS required immediately. Must have good experience of cutting and fittings and references must be satisfactory. Good hours and five-day week, excellent conditions for a competent applicant. — Apply Head Housekeeper, Welbeck Hotel, Welbeck Street, London, W.1.

WEST END Furnishing House requires an intelligent young man or young lady to assist in growing Contracts Department. Knowledge of typing an advantage.—Box No. 9574 Furnishing World 180 Fleet Street E.C.4.

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unexcelled opportunity for experienced Manager to take charge of new large furnishing store opening early in the New Year, and situated in the finest position in COVENTRY. Generous salary, commission and opportunity for advancement. All replies treated confidentially to:—
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Telephone: EUSton 8221.

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Adam House, 1 Fitzroy Square, London, W.1.
Telephone: EUSton 8221.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 74

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 73

REPRESENTATIVES WANTED

COIR MATS, matting and continental and Indian carpet importers require representatives on commission basis in the following areas:
(1) South Coast.
(2) Wales & West of England.
(3) Midlands.
(4) Eastern Counties.
(5) North of England.
(6) Scotland.
—Apply: Box No. 9527 Furnishing World 180 Fleet Street E.C.4.

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WELL-ESTABLISHED FIRM OF WHOLESALERS, WELL-KNOWN IN THE TRADE, LARGE STOCKISTS OF BRITISH GOODS, REQUIRE THE SERVICES OF EXPERIENCED BUSINESS MEN TO REPRESENT THEM IN THE UNDERNOTED TERRITORY:—
NORTH-EAST ENGLAND.
LONDON.
SCOTLAND.
SUBSTANTIAL REMUNERATION CAN BE EARNED.—WRITE, IN STRICT CONFIDENCE, TO: BOX NO. 9577 FURNISHING WORLD 180 FLEET STREET E.C.4.

FIRST-CLASS OPPORTUNITY FOR THE RIGHT MAN COVERING THE AREA OF STAFFORD, SHROPSHIRE, WARWICKSHIRE AND WORCESTERSHIRE. AN ESTABLISHED CONNECTION IS AVAILABLE ON A COMMISSION BASIS, ONE OTHER HOUSE ALLOWED TO BE CARRIED, OR SALARY AND COMMISSION SOLE REPRESENTATION FOR THIS AREA BY LEADING MANUFACTURERS OF POPULARLY PRICED DINING ROOM FURNITURE IN WALNUT AND OAK. INTERVIEWS WILL ONLY BE GRANTED TO APPLICANTS WHO HAVE A SOUND CONNECTION ON THIS TERRITORY AND CAR OWNERS.—SEND FULL DETAILS OF EXPERIENCE, ETC., WHICH WILL BE TREATED IN STRICTEST CONFIDENCE, TO: BOX NO. 9575 FURNISHING WORLD 180 FLEET STREET E.C.4.

THE MANUFACTURERS of the "Steelux Zedbed" invite applications for full-time representative in Scotland. This position carries salary, expenses and commission. Applications invited from men with good retail experience, between the ages of 30 and 40, resident in Scotland. Preliminary interviews in Glasgow.—Write, stating age, experience, whether car driver or owner, to General Manager, W. Steel & Co., Ltd., Robinson Road, Cambridge Heath, London, E.2.

REPRESENTATIVES WANTED—Cont.

HIGH WYCOMBE. Well-known makers of Dining Room Suites and Fireside Chairs require representative for their West of England area.—Please apply with full details to: Box. No. 9548 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVE required for sale of "Satinflex" stair rods (plastic covered springs) and **expanding curtain rod, for** London and Southern areas on a commission basis.—Apply: Fred Day & Sons, Ltd., Flexteel Works, Rudmore, Portsmouth.

REPRESENTATIVE required to cover the area of LONDON and MIDDLESEX. Selected applicant would carry the entire range of HUNT FURNITURE including upholstery, bedroom suites and dining sets.—Apply to SALES MANAGER, HUNT FURNITURE, Yatton, Somerset.

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WHOLESALE FLOORCOVERING SPECIALISTS OF BRITISH GOODS HAVE AN IMMEDIATE VACANCY FOR REPRESENTATIVE TO TAKE OVER EXISTING CONNECTION SOUTH COAST & HOME COUNTIES—CONTRIBUTORY PENSION SCHEME—EXCELLENT PROSPECTS.—REPRESENTATIVES WRITE IN CONFIDENCE GIVING AGE, EXPERIENCE, ETC.: MANAGING DIRECTOR, JAMES FAITHFULL LTD., HALSTEAD, ESSEX.

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JUNIOR EXECUTIVE, experience department store management at all levels (West End and provincial), seeks wider outlet with prospect of settling abroad in 1955.—Box No. 9568 Furnishing World 180 Fleet Street E.C.4.

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LARGE OR SMALL chain of shops required, suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

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FURNISHING STORES

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Managing Director,
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46 St. James's Place, London, S.W.1.
Telephone: Hyde Park 4720 and 5418.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 75

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 74

BUSINESSES FOR SALE

BLACKPOOL. Well known and long established Flooring Contractors and Upholstery Business with extensive connections throughout the North West. Long Lease available on Shop, Warehouse, Upholstery Works and Unfurnished Flat. For Sale as a Going Concern. Price £3,000. S.A.V.—For full details apply: E. Gordon Round (Auctioneer and Estate Agent), 23 Bond Street, Blackpool. Tel.: 42646.

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FUNDS available for discounting trade bills. Large amounts preferred.—Apply: Box No. 9562 Furnishing World 180 Fleet Street London E.C.4.

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FOR SALE—Cont.

PLASTIC SHEETING, plain or embossed. Piping, Strapping, Suedeen, Lining, Binding, Accessories, etc. Leathercloth, Textile Piece Goods, Large Remnants, Stock Lots and Special Bargains. Callers and enquiries invited.—D. Meyer, 58 Gt. Marlborough Street, W.1. Tel.: Gerrard 3391.

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Manufacturers increase your Scottish sales. Large showrooms available. Leading sales organisation covering East and North East Scotland.—Communicate: **WILLIAM DOUGLAS, 183 North Anderson Drive, Aberdeen.** Phone: 44984.

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ONE-MAN BUSINESS wants to buy surplus stocks for cash. Bedroom suites and dining-room suites, coffee tables, television tables. For Spot Cash. Will call immediately. 'Phone WAT. 6177. Established over 60 years.

LARGE quantities Plywood coverboards wanted. Price and quantity on request to: Box No. 9545 Furnishing World 180 Fleet Street E.C.4.

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CAMDEN PRICE TICKETS

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CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 76

INDEX to ADVERTISERS

Aircomponents, Ltd. 72
Alexanders Furniture Warehouse, Ltd. 14
Anderson, Harry, Ltd. 18
Arnold, Alfred 63
Artistic Upholstery, Ltd. 48
Ault & Wiborg, Ltd. 7
Automatic Woodturning Co., Ltd. 70

Bacon, A., & Son, Ltd. 24
Bagshaw & Morris, Ltd. ..... Cover iii
Baker, Harold, Ltd. 26
Bardens (Bury), Ltd. 23
Batesons, C. R. M. (Furn.), Ltd. 14
Bath Cabinet Makers 58
Beautility Furniture, Ltd. ... 1
Bennett Woodwork (m/c), Ltd. 21
Berck, A., Ltd. 48
Blackwood, Morton & Sons, Ltd. ..... Cover iv
Blower Bros., Ltd. 54
Bluestone & Elvin, Ltd. Cover i
Bowker Bros. (Clitheroe), Ltd. 24
Bradbury, Charles, Ltd. 22
British Elec. Dev. Assn. ... 25
Bruce Bros. (Bedding), Ltd. 57
Burkraft, Ltd. 27
Burrows, A. J., & Co., Ltd. 52

Camm, P., Ltd. 50
Central Veneer Co., Ltd. ... 26
Cheshires Of Nottingham, Ltd. 54
Cohen & Enser, Ltd. 59
Collins & Hayes, Ltd. 29
Conberg, Ltd. 47
Crosby Spring Interiors, Ltd. 69

Davis, W., Ltd. 5
Dayanite, Ltd. 3
Dickson Veneer Co., Ltd. ... 26
Downs, E. W., & Son 70
Ducal Woodware, Ltd. 26
Duresta Upholstery, Ltd. ... 57

Eglin, W. P., Ltd. 18
Ellis, J. T. 10
Ellman, J., & Son 22
Evertidy Products, Ltd. 54

Farmer, Leopold & Sons, Ltd. 58
Finewood Of Slough 21
Fisher, Edward, & Co., Ltd. 12
Fitter Bors., Ltd. 53
Foster, R., & Son, Ltd. 24
Furniture Industries, Ltd. ... 28

General Electric Co. 19
Generic Woodwork, Ltd. 24
Glendale Cabinet Co., Ltd. ... 17
Gold, Harold 26
Greengate Woodturning (1940), Ltd. 23

Harrison & Jones, Ltd. 58
Hawkins, John (Furn.), Ltd. 55
Hearne, Walter, V. 16
Humphries, A. V., Ltd. 2
Hunt, J. H., & Co. (Yatton), Ltd. 6

Jay, H., & Sons, Ltd. 6

Kloss & Trusher, Ltd. 20

Lebus, Harris, Ltd. 64
Lederman, B., & Sons, Ltd. 16
Lee & Holloman, Ltd. 26
Lupton, James, & Sons, Ltd. 22
Luxan, Ltd. 4

Marcus, L., Ltd. 2
Metalliform, Ltd. 24
Mitcham Hair & Fibre Mills, Ltd. 18
Mould, R., Ltd. 55
Myer, Horatio, Ltd. 12

Neeta, Ltd. 20
Nichols, J. R., Ltd. 70
No Sag Spring Co. (Gt. Britain), Ltd. 27
Nottingham Glass Works, Ltd. 54

Oakridge Chair Works, Ltd. 9
Olds Discount Co., Ltd. 67

Pass, E., & Co., Ltd. 70
Pearce & Cutler, Ltd. 53
Pearson, J., & Sons (London), Ltd. 20

Petmar Industries, Ltd. Cover ii
Pilkington, L. H., Ltd. 13
Premier Productions 22
Preston & Rowland, Ltd. 8
Pullman Spring Filled & Co., Ltd. 11

Rapido Padding & Curled Hair Mfrs., Ltd. 60
Relaxateze Upholstery, Ltd. 22
Remploy, Ltd. 66
Rest Assured Bedding & Upholstery, Ltd. 49

Scrivener, R. J. & J. 20
Sellars & Parkes, Ltd. 50
Short Bros. & Harland, Ltd. 10
Siddall & Hilton, Ltd. 14
Stamford Trading Co., Ltd. 68
Sykes, A. 26

Thames Plywood Mfrs. 71
Thompson, W. & J. R. (Woodturners), Ltd. 72
Tibor, Ltd. 56
Toms, W. S., Ltd. 65
Turner, S. (Cabinet Works), Ltd. 8

Vaughan, H. G., & Co., Ltd. 52
Vitafoam, Ltd. 15

Warerite, Ltd. 26
Warwick Upholstery Co., Ltd. 16
West Bromwich Flock Co., Ltd. 50
Wholesale Textile Assn. 4
Wycombe Spring Co., Ltd. ... 72

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 75

WANTED

AGENTS in Republic of Ireland require one or two additional first-class lines for direct supply to furniture and upholstery manufacturers. Ample storage facilities available.—Send full details to Clifford Page, Ltd., 59 Synge Place, Dublin, Eire.

CARVING WORK WANTED. Any quantity or quality.—Box No. 9570 Furnishing World 180 Fleet St. E.C.4.

WANTED. Job stocks or furniture; any area; spot cash; we collect.—Ro-La Furnishing Co., Ltd., 155 Bethnal Green, London, E.2 (Bishopsgate 8623).

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BEDFORD VAN, 2 ton, Luton body, new engine, 1953, ideal for furniture deliveries. New vehicle reason for disposal. £220.—Dawsons, Ltd., 594 High Road, Wembley. Wem. 4186.

SEE PAGES 73, 74 & 75 FOR FURTHER CLASSIFIED ADVERTISEMENTS

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180 Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by Samuel Temple & Co., Ltd., 271b King Street, Hammersmith, W.6.

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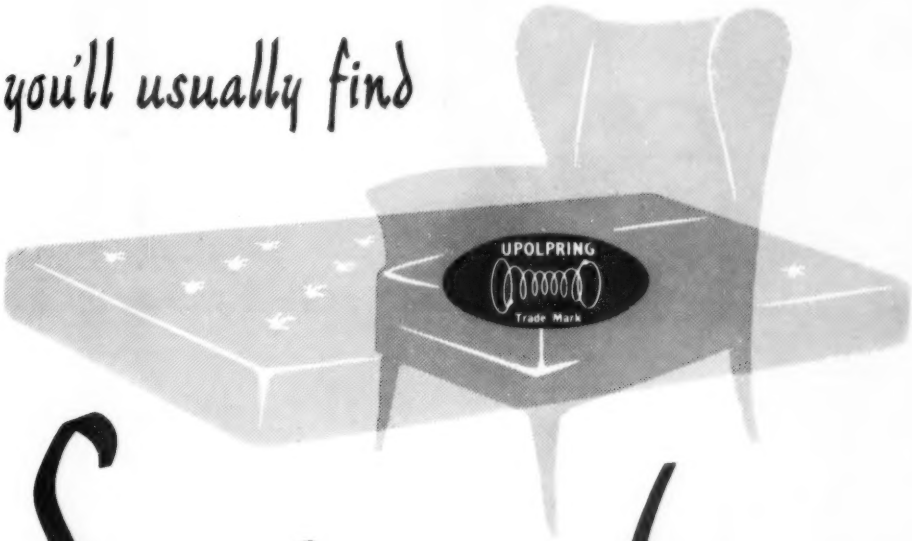

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Makers of good springs since 1857

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